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American Culture as Seen Through Magazine Advertisements

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SIT Graduate Institute

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American Culture
as Seen Through Magazine Advertisements

by

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B.S. University of Massachusetts 1976

Submitted in partial fulfillment of the requirements
for the Master of Arts in Teaching degree
at the School for International Training,
Brattleboro, Vermont

October 1984

This project by David E. Cignoni is accepted in its present form:

Date: Nov 15, 1984

Project Advisor: Alex Filman

Project Reader: _____

Acknowledgments

Two important resources which helped me formulate my approach were The Hidden Persuaders by Vance Packard and The Pacifiers by Mack Hanan. Although both were written over twenty years ago, the advertising they depicted is still very much in use today. David Ogilvy, known as the king of the advertising world, states in his Confessions of an Advertising Man (1963), "Most of the advertising techniques that worked when I wrote Confessions of an Advertising Man still work today."¹ I used Ogilvy's recent book, Ogilvy on Advertising, as a source of information from a pro-advertising viewpoint. Gender Advertisements by Erving Goffman was an excellent source for ideas on how advertisements depict the sexes in certain roles. Finally, Captains of Consciousness by Stuart Ewen gave me a good background in the history of advertising and consumerism and how they changed our society.

I tried to pick magazines that are popular and read by most people. For male readers I chose Playboy (sex and lifestyle) and Sports Illustrated (sportsmen). For single women I chose Glamour and Harper's Bazaar. I selected Redbook and Family Circle for married women. Time and Newsweek were picked to represent the middle class, and Smithsonian, Fortune and The New Yorker were picked to represent upper-middle class or upper-class readers.

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Abstract:

This paper is designed as a resource for teachers who wish to teach American culture, and the influence of advertising on this culture, through the use of magazine advertisements. The lessons which can be derived from the materials are planned for advanced students of English who possess a good conversational ability in the language and who wish to learn more about American culture.

Part I presents for the reader a general overview of American advertising, describing how it developed, how it works, and how it mirrors and influences our culture and behavior. Part II describes the various appeals which advertising uses and contains advertisements which illustrate these appeals. For each category of advertisements there is an accompanying description which shows the reader what the trained eye can detect in the advertisements. Part III offers a list of ways in which the materials in Part II can be used in the classroom to generate discussions and lessons on culture. Also included is a look at how the language used in the advertisements can be examined for its cultural meaning.

Magazines were selected as a medium, rather than TV or radio, because of their easy availability and their wide use in America. Correspondingly, the advertisements which magazines contain reach a large portion of our population and have a significant impact on us. Ads were selected from magazines which appeal to young and middle-age readers, who make up the bulk of our population. Care was taken to choose magazines which appeal to both male and female readers, and

ads which appeal to both middle-class and upper-class readers. It is hoped that the readers which the advertisements try to appeal to make up a fair representation of the American population.

ERIC Descriptors: Advertising
 Commercial Art
 Advertising Art
 Visual Learning
 Visual Perception
 Cultural Images
 Stereotypes

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If we understand the mechanism and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it....

Mass psychology is as yet far from being an exact science and the mysteries of human motivation are by no means all revealed. But at least theory and practice have combined with sufficient success to permit us to know that in certain cases we can effect some change in public opinion...by operating a certain mechanism.

-- Edward Bernays, a leader of modern commercial public relations, in Propaganda (1929), pp. 47-48

That's business. -- Anonymous

PART I: A LOOK AT ADVERTISING IN AMERICA

"Caveat emptor." In English, "Let the buyer beware." In other words, if you buy something that's defective or not worth its price, it's your own fault. I prefer the expression, "Let the buyer be educated." If one understands the strategies that the seller uses to promote a product, one is less apt to be cheated. The buyer will be able to separate the product's actual qualities from the seller's representation of the product, giving the buyer the advantage in the transaction.

We live in a consumer society. We work, make money, and with this money we buy what we need to survive: food, clothing and shelter. We need to understand better the value of what we buy. We need to understand the actual characteristics of the goods we purchase. We need to understand advertising: how manufacturers present to us an image of their products and an image of ourselves in relation to their products. These images are often not true representations of either the products for sale or of ourselves. Knowing this difference is an important skill to have in today's society, where high prices and unemployment have cut into many people's spending power. A knowledge of advertising can help one to make wiser decisions on how money is to be spent.

Advertising started out as a way to inform prospective customers about the availability, characteristics, and

material facts of goods for sale. Many products were sold directly by the maker, who was available for questioning. Other products were sold via posters or public announcements. Whatever advertising was used was spartan and simple when compared to today's advertising.

Advertising has grown tremendously. Proctor and Gamble annually spends 600 million dollars on product promotion.² Advertisements play a major role in our lives; we see them on TV, hear them on the radio, and see them in newspapers, magazines, signs and on billboards. Most of us would like to think that we're immune to their influence, but the fact that a major corporation spends 600 million a year is evidence enough that advertising must have a powerful impact on our society.

A look at the development of mass production and mass marketing in the early twentieth century helps to explain the growth of advertising. Before goods were mass produced, there wasn't much variety in the amount of goods available to the public. However, the development of mass production made it easy to manufacture goods rapidly and cheaply. As a consequence, an abundance of goods, made by different manufacturers but many having the same utility, became available. As the amount of similar products increased, competing manufacturers were faced with the problem of how to sell their brand over all the other brands available. The easiest way to do this was to change the image of their product through

advertising, rather than attempt to change the product itself. This is the gist of advertising: presenting a unique image or representation of a product even though the product is not much different from others on the market.

Ogilvy presents this as one of the key points in advertising:

Give people a taste of Old Crow, and tell them it's Old Crow. Then give them another taste of Old Crow, but tell them it's Jack Daniel's. Ask them which they prefer. They'll think the drinks are quite different. They are tasting images.

I have always been hypnotized by Jack Daniel's. The label and the advertising convey an image of homespun honesty, and the high price makes me assume Jack Daniel's must be superior.³ (See Ad i-a)

Notice that nothing has been said about the actual ingredients of Jack Daniel's, only something about the image conveyed through advertising. This is not to say that there is no difference between competing products on the market. There are products which can be shown to be of higher quality than others. However, there is less of a difference between similar products than people think. Most of the energy of manufacturers goes into creating a certain image of their products, rather than into trying to make their products better or different than competing products.

The images which advertisers attempt to create appeal strongly to the viewer's emotions. Social or psychological states are associated with products, and it is these that

appeal to the viewer more than the product.⁴ The message sent to the viewer is that by buying the product shown, the consumer's social or psychological state can be changed.

A good example of image building is Playboy's own advertisement for itself entitled "What sort of man reads Playboy?" (See Ad i-b.) The man in the advertisement is depicted as a sophisticated, successful, confident and well-dressed man surrounded by nice women and nice things. These attributes are associated with the magazine, sending the reader the message that having Playboy means having this social environment and this personality. Nothing about the actual contents of the magazine is mentioned in the advertisement.

Another well-known image created by advertisers is that of the macho, virile man in the Marlboro ads. (See Ad i-c.) It is interesting to mention here that, prior to 1956, Marlboro was a woman's cigarette.⁵ The manufacturers, realizing that most smokers are men, decided to change Marlboro's image so that it would appeal to men. The color of the package was changed to red (the masculine color) and the advertisements depicted men engaged in outdoor work--tough, rugged-looking men.

Another interesting fact is that the type of male who smokes Marlboro is not akin to the type of male portrayed in the ads. Studies of Marlboro smokers showed the men to rank below the norm in muscularity, height, weight, and amount of body hair.⁶ These smokers are not buying Marlboro for its

flavor; they are buying it because the male image created by Marlboro appeals to their idea of how they'd like to be. Marlboro's image is the same today as it was more than 25 years ago, despite all the role changes men have supposedly undergone in our society.

Closely tied to the image that advertisers attempt to create for their product is their attempt to persuade a certain segment of the population to buy their product. This is called creating brand loyalty. An excellent example of this can be seen by looking at the cigarettes currently out on the market and the ads for them. Different brands attempt to appeal to people in different professions, occupations, or lifestyles. Marlboro is intended to appeal to outdoor workers (see Ads i-c, i-d), Winston to pilots and rescue workers (see Ads i-e to i-h), Kool to musicians or music lovers (see Ads i-i, i-j), and Merit to sailors or lovers of the sea (see Ads i-k, i-l). So strong is the attempt to enlist brand loyalty that the ads for each brand of cigarette are unfailingly the same.

Vance Packard, in his Hidden Persuaders, refers to brand loyalty, less politely, as preconditioning the customer to buy the product by getting the product image etched in the brain.⁷ This explains why the same advertisements are used over and over again. He goes on to say:

One direction they began exploring in a really major way was the molding of images; the creation of distinctive,

highly appealing "personalities" for products which were essentially undistinctive. The aim was to build an image that would arise before our "inner eye" at the mere mention of the product's name, once we had been properly conditioned. Thus they would trigger our action in a competitive sales situation.⁸

The makers of Marlboro have succeeded beyond their wildest dreams in creating an image like this for their cigarette. David Ogilvy supports Packard's statements, though from a pro-advertising viewpoint: "Images mean personality. Products, like people, have personalities, and they can make or break them on the market place."⁹

There are other strategies that advertisers use in an attempt to influence the consumer's actions. One of these strategies is the creation of new needs. In today's society, the basic needs of food, clothing and shelter are met for most people. Manufacturers, to survive, have had to create new goods and new markets for them. The role of advertising is to persuade consumers that they really need these new goods. One way to do this is to use advertisements which create fear and insecurity in the viewer that can be alleviated by purchasing the product shown in the ad.

For example, the ad for Cobra SOS emergency radio (see Ad i-m) shows a distressed, frightened woman in a broken-down car far out of town. However, she is safe because she has a Cobra radio with her. The observer can imagine her predicament if she didn't have the radio with her. Notice that the bulk of the ad's message is aimed at alleviating

fear and insecurity. The specifications of the radio itself seem minor and are put in smaller print. In this way the advertiser is playing on the viewer's emotions to sell the product. Suddenly, many people think they can't go anywhere without an emergency radio, and a new market has been created.

Another strategy used to create new markets is to encourage the viewers to be self-conscious or self-critical, to look for flaws in themselves. Women, more so than men in our culture, are encouraged to be concerned with their looks and appearance, making them more vulnerable to these types of ads. Products are presented as being able to change a woman's appearance and make her look more attractive.

A good example of this is the Merle Norman "Custom Face" advertisement (see Ads i-n, i-o) which depicts two faces, one worn and tired and without make-up, the other after applying the Merle Norman brand of cosmetics and make-up. The difference is startling between the two faces. The observer is led to feel critical about her own looks, and led to believe that the key to good looks is the cosmetic treatment plan that is offered in the ad. The fact that enough sleep, a good diet and exercise can make a woman look great without make-up isn't mentioned. Here again, the emotions of the viewer are appealed to in an attempt to create a market for the product advertised.

Advertisers, in some ways, know more about consumers

than consumers do themselves. That's not surprising, considering the help that advertisers have had from psychologists in identifying our subconscious needs and desires. Motivational research, the art of finding out what makes people do the things they do, is a very important part of the advertising world. Consumers are often interviewed about the products they buy and why they prefer certain brands over others. Their responses are psychologically analyzed to find out the deeper reasons for their decisions. The results are used to tailor advertisements to appeal to these hidden reasons. Packard calls this process "depth probing": finding out our subconscious reasons for selecting one brand over the many others available on the market.

The Maidenform advertisements are a case in point. (See Ad i-p.) Packard describes how researchers discovered that most people dream of appearing naked in public.¹⁰ They deduced that this was a hidden desire of most people. This knowledge was put to use successfully in the Maidenform ads, which show a scantily clad woman, in bra and girdle, appearing in a public situation with other normally dressed people. The advertiser's main attempt is to appeal to the sexual fantasy of the female viewer (the other, normally dressed people in the picture are invariably men) hoping that this appeal will influence her to purchase the product.

Advertisers have discovered through motivational research that consumers, when faced with a variety of

similar products, choose one brand over another not because of any uniqueness or difference of that brand, but because of the effect that that brand has on the buyer's emotions. The Maidenform ad is one example of this; there are many, many others. In fact, almost all modern advertising is geared toward appealing to our emotions, needs or subconscious feelings, and not toward specifying the characteristics of the product advertised. The latter is often the least significant aim of an advertisement.

The crucial point to consider about advertising is its impact on our society and our culture. A look at the history of advertising helps to shed light on this issue. Stuart Ewen, in his book entitled Captains of Consciousness, describes the pre-industrial society as one in which most necessities such as food, clothing and shelter were produced either within the family or within the community. Therefore, there were strong human bonds of interdependence among those family and community members.

As industrialization developed and with it mass production and mass marketing, the manufacture of necessary goods shifted from the family or community to the factory. This weakened the bonds that used to unite families and communities. Ewen claims that advertising arose as an attempt by the factory owners to replace human bonds of interdependence with consumer-product bonds: "The attempt to create a national, unified culture around the social bond of the

consumer market was basically a project of broad social planning."¹¹

Herein lies the strength in the emotional appeals of advertisements. As industrialization weakened the traditional bonds of society, the need for those bonds still existed: the need to love, to be loved, to belong to a group, to feel needed by others. Manufacturers presented their products, through the use of advertising, as being able to satisfy these emotional needs of people. The hidden message in advertising is that a person's emotional needs can be satisfied via consumerism. This is what is meant when people speak of the creation of a consumer culture. The danger to the consumer in this culture lies in confusing commercially generated images with culturally or internally generated images. In other words, the danger lies in not realizing that the image or personality created in the advertisement is not illustrative of the viewer or the viewer's culture.

There has been dissatisfaction with, and opposition to, consumerism. The two main reactions to the attempts of manufacturers to influence our lifestyles through advertising are the counter-consumer movement and the consumer protection movement.

The counter-consumer movement is an attempt to simplify lifestyles, to move away from consumerism and towards self-sufficiency. With more and more people, there is an effort

to meet more of one's needs through one's own efforts and creativity. People are growing and preparing more of their own food, relying less and less on processed foods. They are trying to depend less on public utilities for energy and relying more on small-scale sources of energy such as wood, solar, or wind power. People are building their own shelters, providing their own entertainment, and creating their own art. The effort is towards avoiding purchasing things that can be made by oneself. Products that are bought are bought from local suppliers or small businesses rather than from large corporations. In this way the distance between the buyer and the producer is shortened, giving the buyer more control over the materials purchased.

The more self-sufficient people are, the more accountable and responsible they are for producing what they need to survive. A major reason why this movement is growing is the large portion of the public which is dissatisfied with major corporations, which are viewed as being too far removed from the buyer, and therefore unaccountable and irresponsible for the goods they produce. The Whole Earth Catalog, a sourcebook of tools and materials for people striving for self-sufficiency, well expresses the sentiments of those dissatisfied with consumerism:

So far remotely done power and glory--
as via government, big business, formal
education, church--has succeeded to the
point where gross defects obscure actual
gains. In response to this dilemma and

these gains a realm of intimate, personal power is developing--power of the individual to conduct his own education, find his own inspiration, shape his own environment, and share his adventure with whoever is interested.¹²

The consumer protection movement also arose out of the public's dissatisfaction with the products and practices of large corporations. However, the energy of this movement goes not into striving for self-sufficiency, but instead into making manufacturers more accountable for the goods they produce. The most notable spokesperson for this group is Ralph Nader, who has attacked several corporations concerning the quality of the goods they make. Especially well known is his attack on the automobile industry regarding the low degree of safety in the cars they manufacture. Advocates of consumer protection attempt to educate the consumer about the quality of products on the market, as well as to try to force industry to produce better and more reliable goods. Several consumer education magazines, such as Consumer Digest and Consumer Reports, offer the consumer advice and facts about products available.

The Federal Trade Commission (FTC) is an organization active in passing legislation to force manufacturers to live up to their advertising claims. However, because of the subtlety of symbolism in advertising, this area has been for the most part untouched by legislation. The FTC has found it easier to deal with the language advertisers use

to describe the characteristics of their products, which is an easier area to define legally than is the use of images in advertising.

Advertising doesn't seem to have changed much because of these movements. If anything, it has found out how to benefit from each movement. Advertisers quickly caught on to the trend towards self-sufficiency, as seen by the appearance of ads for natural foods, products that help save energy (insulation, 3-ply windows), and ads for fuel-efficient cars. Advertisers also thoroughly exploited the "get away from it all" trend towards outdoor recreation. The massive amount of magazines, camping, hiking, and cross-country ski equipment for sale illustrates this. This is another example of how advertisers spot a trend and quickly move into the market, expand it and create new markets in the process. Ten years ago, wooden skis and blue jeans were adequate for a short ski tour in the woods. Now one doesn't dare venture outside without the newest skis, polypropylene underwear, and nylon racing suits.

Advertisers have also learned how to use the consumer protection movement to their own advantage. They've quickly picked up on and mirrored the public's concerns about large corporations. They've started their own public relations campaigns to promote themselves as the consumer's friend. (See Ad A-7g.) More about corporations' efforts in this area will be discussed in Parts II and III.

The final point to make is that knowledge of advertising and the strategies used in advertisements gives consumers an added advantage in the market place. They can separate products from the images created of them, purchasing for quality and cost rather than image. They can know when they are being influenced by advertising, control their impulses better, and make wiser decisions. And, most important, they can look for emotional satisfaction in themselves, their friends, and their lives, thereby reducing their emotional dependence on consumerism.

The needs and emotions that advertisers appeal to are normal needs and emotions that everyone has. By looking at the appeals which different advertisements use, we can learn a good deal about the culture in which the advertisements appear--in this case, the American culture. In Part II, the different appeals that advertisers use in American advertising are outlined and explained.

PART II: MAGAZINE ADVERTISEMENTS AND THEIR APPEALS

The magazine advertisements included in this project were selected and categorized according to which appeal they make to the viewer. The appeal may be a certain emotional need, physical need, or cultural need of the population, or the ad may be aimed at a certain segment of the population. The following is a list of the appeals which have been identified and used for categorizing the advertisements:

- A. Security
- B. Sophistication
- C. Sociability
- D. Upward Mobility
- E. Success
- F. High Class
- G. Sex
- H. Sex Roles
- I. Patriotism

A. Security is a need that everyone has. We need to feel loved by others, to feel safe, to have our anxieties and tensions taken away. Security centers around the home and family. For most of us, our security was first provided by our parents, the closest love and caring coming from our mothers. The home was a safe, secure place where everything was provided and all our needs were taken care of. As

adults, we search for this security with our friends and our partners. Advertisements appeal heavily to our need and longing to feel secure. Security is symbolically included in advertisements to persuade people to purchase products.

B. Sophistication is a very important part of our culture. With so many people doing so many of the same things, we feel a need to appear sophisticated, different and more complex than the multitudes. Sophistication means being refined, intelligent, unique, appreciating quality in one's lifestyle. Advertising uses a sophisticated appeal to convince consumers that purchasing the product sets them apart as a sophisticated person.

C. Sociability is closely related to security. Being sociable means being accepted by the crowd, belonging to a group, having an "in" into certain activities and circles. It means having a lot of friends and going to the right places and doing the right things. Advertisers use sociability symbolically in advertising to convince purchasers that their product will make the consumer more popular with people.

D. Upward Mobility is the American Dream. It is at the core of our culture: the ability to raise oneself out of the mire, to make it, to climb the ladder of success. It

is both myth and reality in our culture. By persuading consumers to give up old products and move on to new and better ones, advertisements are appealing to their need to appear upwardly mobile.

E. Success is being at the top, having made it up the long ladder. The successful person's climbing and striving are over, and he deserves all the privileges of being at the top. Advertisers offer successful people a whole range of products that symbolize success and reinforce the notion that material success is the only success.

F. High Class is different from success. The successful person has had to work for it. In this case, however, the person was born into high class, a class distinct and different from the class of people who went from rags to riches. These are the old rich, not the new rich. They were born into wealth, and they have their own culture and lifestyle. Correspondingly, there is a whole range of advertisements geared to this class.

G. Sex is a physical need of most people. Sex in advertising quickly catches the eye and holds the viewer's attention long enough to create an impression of the product advertised. In this way, sex can either consciously or subconsciously influence the purchasing decision of the viewer.

H. Sex Roles are the behavior expected of one as either male or female. Advertisements can appeal to either sex through representation of the traits or the behavior of each sex. By portraying stereotypical sex roles, advertising tends to reinforce existing male or female behavior. Advertisements also mirror the changes occurring in male and female roles.

I. Patriotism, loyalty to our nation, appears in all aspects of our lives. People from other countries are often surprised to see how patriotic Americans are. Advertisers often portray their product as the patriotic choice.

The following advertisements are examples of how the aforementioned appeals are used in advertising. Each section is further subdivided according to the strategy used for the advertisements. A description of the ads in each subdivision is provided to help explain how the ads combine language and pictures to create an image with a specific appeal.

Please note that many advertisements make more than one appeal to the viewer. The ads were selected according to the strongest appeal they make. For example, Ad G-1g uses sex appeal and an appeal to sophistication. It was placed in the sex category because it appeals more strongly to sex. The system used is only one of many that can categorize advertisements; it was the most appropriate for the purposes of this paper.

i. INTRODUCTORY ADS

GROUP i: These advertisements are to be used with Part I.
Their purpose is to make a point about how
advertising works.



If you'd like to know more about Jack Daniel's Whiskey, drop us a line.

WOODSMEN DROP IN from all around Tennessee carrying truckloads of maple for Jack Daniel's.

It has to be hard, sugar maple taken from high ground. Our Jack Bateman (that's him saying hello to the driver) will split it and stack it and burn it to get charcoal. And nothing smooths out whiskey like this special charcoal does. Of course, none of these woodsmen work regular hours. So you never know when they'll drop in. But after a sip of Jack Daniel's, we believe, you'll know why they're always welcome.



CHARCOAL
MELLOWED

⏏
DROP


⏏
BY DROP

Tennessee Whiskey • 90 Proof • Distilled and Bottled by Jack Daniel Distillery
Lem Motlow, Prop., Inc., Route 1, Lynchburg (Pop. 361), Tennessee 37352

Placed in the National Register of Historic Places by the United States Government.



WHAT SORT OF MAN READS PLAYBOY?

His footsteps are the ones most other men follow. His tastes are the ones most other men acquire, his women the ones most other men desire. Much about him has changed during PLAYBOY's 30 years: his clothes, his hair, his cars—accessories all. One thing, though, has remained the same through three decades: The man's style is born of a love for the best things in life. 



where the flavor is.



Marlboro Red
or Longhorn 100's—
you get a lot to like.

© Philip Morris Inc. 1983

1-2

A high-contrast, black and white photograph of a cowboy. He is wearing a light-colored suit jacket, a white shirt, a dark tie, and a cowboy hat. He is leaning against a wooden fence, with his hands resting on the rails. The image has a grainy, high-contrast aesthetic.

Come to where
the flavor is.



Marlboro Red or Longhorn 100's—
you get a lot to like.

© Philip Morris

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 16 mg "tar," 1.0 mg nicotine—100's: 16 mg "tar,"
1.1 mg nicotine av. per cigarette, FTC Report Dec '81

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Winston. America's Best.

Excellence.
The best live up to it.



11 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC method.

Winston America's Best.

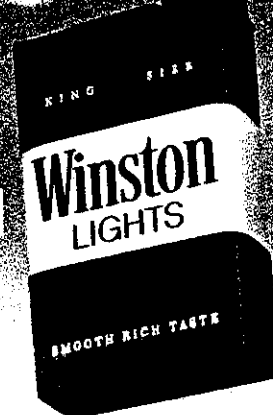


15 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

STORM ARCHER

Winston. America's Best.



Join the
Reach for

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

There's only one way to play it...

Wherever the music is hot,
the taste is Kool. At any
'tar' level, there's only one
sensation this refreshing.



Original



Low 'tar'



2 mg.



**Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.**

Ultra Kings, 2 mg. "tar", 0.3 mg. nicotine; Lights Kings, 9 mg.
"tar", 0.8 mg. nicotine av. per cigarette by FTC method; Filter Kings,
15 mg. "tar", 1.1 mg. nicotine av. per cigarette. FTC Report Dec. '81.

© 1982 B&W T Co.

Ultra Kings, 2 mg. "tar", 0.3 mg. nicotine; Lights Kings, 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method; Filter Kings, 16 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Dec. '81.

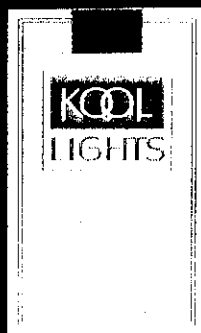
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

There's only one way to play it...

Wherever the music is hot,
the taste is Kool. At any 'tar' level, there's
only one sensation this refreshing.



Original

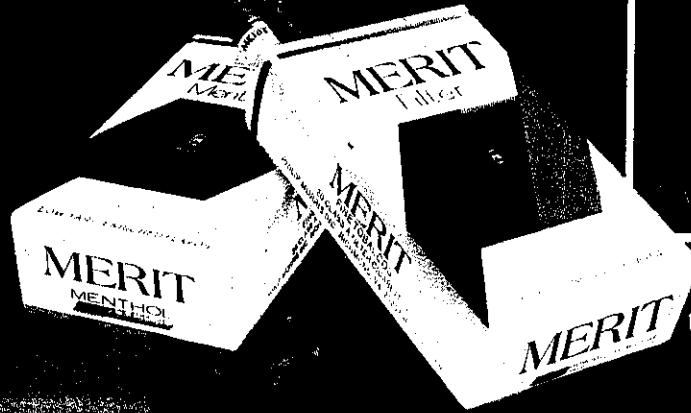


Low 'tar'



2 mg.

Reach for a world of flavor. MERIT



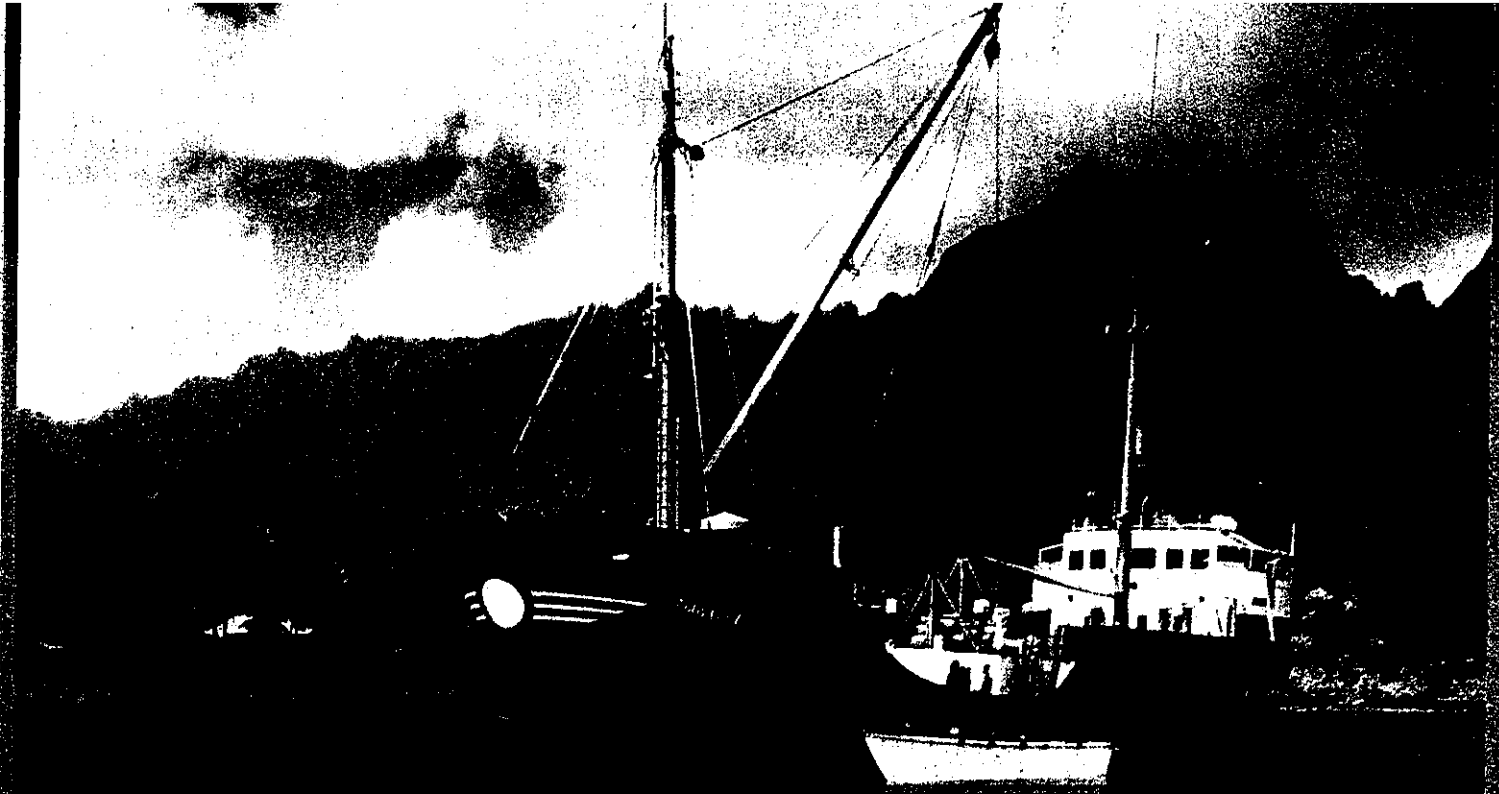
The low-tar cigarette
that changed smoking.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

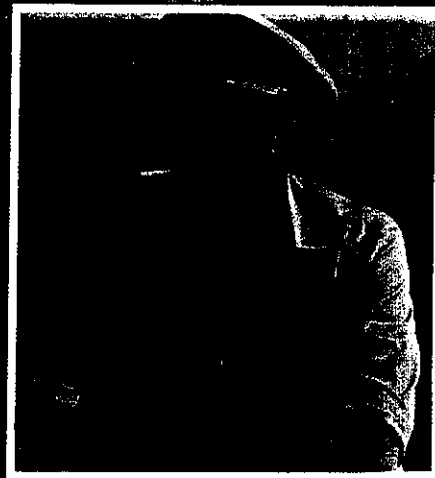
© Philip Morris Inc. 1983

8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Mar '83



Reach for a world of flavor.

MERIT



The low-tar cigarette
that changed smoking.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1984

8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Mar '83



You're never alone with a Cobra S.O.S. emergency radio in your car

Stores out of the way, plugs-in when there's trouble. Instantly puts you in touch with friendly assistance, information.



Self-contained storage case holds radio, plug-in power cord, telescoping antenna, S.O.S. flag.

Introducing a new kind of insurance for you and every member of your family who drives: Get peace of mind knowing that none of you will ever be alone in case of trouble. If you have an accident, a flat, or run out of gas...if your engine quits or you're lost...Cobra's ingenious new emergency radio is right there for the rescue. It's a compact little package you can keep in your glove compartment or trunk...out of the way, out

of sight. And take from car to car. In an emergency, just plug it into your cigarette lighter, put the antenna and S.O.S. flag on the car roof and you've got instant 2-way communications!

You'll rest easier when S.O.S. is there. Because on the road you never know when it's your turn for trouble.

Count on COBRA...The #1 name in CBs...To put you in touch


When trouble strikes you know you can depend on your Cobra S.O.S. because it's a full-power 40-channel CB radio made by the most famous name in CB. Built-in mike and simple talk switch give you easy, one-hand operation.

Cobra®
Punches through loud and clear when you need it

S.O.S.
Portable Hide-away
2-way Emergency Radio

Cobra Communications Product Group
DYNASCAN CORPORATION
6460 W. Cortland St., Chicago, Illinois 60635

Help!



Step into a Merle Norman Studio for the help you may need. She's a Beauty Advisor. An expert. She'll look and listen. She'll evaluate and recommend. You'll try before you buy... and you won't buy

things you don't need. You'll even learn new techniques in skin care and cosmetics, because you apply the products yourself, to achieve your own special beauty. It's all very personal, and very free. Come in.

At participating Studios.

You can be a Studio Owner. Write: Merle Norman Cosmetics, Inc. (H11002), 9130 Bellanca Ave., Los Angeles, CA 90045

1-11

Help.



© Merle Norman, Inc. 1983

MERLE NORMAN®
The Place for the Custom Face™

For the Merle Norman Studio nearest you call (800) 421-2010
In California call (800) 262-1734. Studios also in Canada.



MAIDENFORM CHANTILLY. A TOUCH OF BRILLIANCE RICH IN LACE.

If you're in the mood for elegance, you're in the mood for Chantilly.[™]
A pairing of exquisite lace and lustrous satin in the underwire and matching bikini (shown).
Or choose an all lace underwire. Bras from \$14.50. Bikini \$7.50. In romantic colors.
Whatever you look for, you find in Maidenform.[®]

**The Maidenform Woman.
You never know where she'll turn up.**

Prices are suggested retail. Prices higher in Canada. Lace: all polyester. Bottom pocket: all nylon. Back: nylon. "Lycra" spandex. Exclusive of decoration.  DuPont registered trademark.
Photograph: Mike Reinhardt. Jewelry: Fred Leighton Madison, Ltd. Shoes: LaMarca.

A. SECURITY IN ADVERTISING

A - Group 1: These ads depict people in a relaxed state, at ease. The person is comfortable and without stress. This state is being associated with the product advertised.



NOW YOU DON'T HAVE TO BE ON YOUR TOES TO MAKE PERFECT RECORDINGS.

Until now, making serious recordings was a matter that couldn't be taken lying down.

But now, there's the CT-90R, a tape deck so automatic you can practically make perfect recordings in your sleep.

To begin with, the CT-90R will automatically reverse direction, allowing you to record in both directions without stopping to turn the cassette over. Because an IC Sensor detects the leader at the tape's end, it can reverse directions so fast (0.5 seconds) you hardly miss a beat of music.

The BLE system measures the first eight seconds and automatically sets the correct recording time for the specific

frequency response and the lowest distortion.

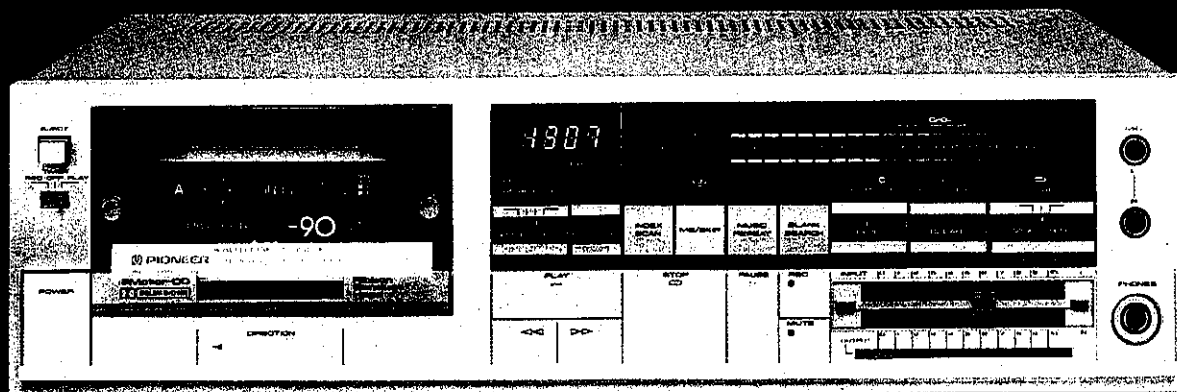
A Real Time Counter displays the exact minutes and seconds of remaining recording time, digitally. So you never run out of tape or music or patience.

As for the CT-90R's music reproduction quality, Pioneer's exclusive three-head design guarantees optimum recordings because each head is designed for a specific function.

The CT-90R also features Pioneer's exclusive Ribbon Sendust Heads for wide dynamic range, extended high frequency response, and high signal-to-noise ratio. Dolby® C noise reduction minimizes tape noise.

A sophisticated 3-Direct-Drive-Motor Tape Transport features our own smooth, cog-free, DC Servo Hall design motors for low wow and flutter. Then there's C.A.C. (Computer Aided Convenience), a system that provides a unique ease-of-operation package that includes Blank Search, Index Scan, Blank Skip and Reverse, and Music Repeat.

Together, all these features give you a cassette deck that's so automatic you only have to do one thing



PIONEER
Because the music matters.

© 1993 Pioneer Electronics (USA) Inc., (800) 447-4700. In Illinois: (800) 322-4400. *Dolby is a registered trademark of Dolby Laboratories.



TI's Home Computer Software. The most management for the money.

Think of all the questions facing your family today. What if your son decides to attend a private college instead of State U? How will the economy affect your investments? The Texas Instruments 99/4A Home Computer and its information management software can give you more answers you can really use. Whatever you need, we have.

For home or personal business decisions, Microsoft® Multiplan™ has a comprehensive spreadsheet program. TICount offers an integrated accounting system which stores, retrieves and displays valuable financial information. Personal Tax Plan from Aardvark Software, Inc. performs comprehensive tax planning calculations in

seconds. You can also do word processing at home with TI Writer.

You can use TI software like Personal Record Keeping and Home Financial Decisions to keep things running smoothly. With optional equipment your TI-99/4A Home Computer can access many on-line

computer information and communication services to help keep track of your real estate and securities investments. For budgets, finances, investments, TI has the program for you.

For all your personal money matters, the TI Home Computer can be your most valuable information management tool. For more details about our information management software or our broad selection of other software applications, call toll-free: (800) 858-4565.



Microsoft is a registered trademark of Microsoft Corporation. Multiplan is a trademark of Microsoft Corporation.

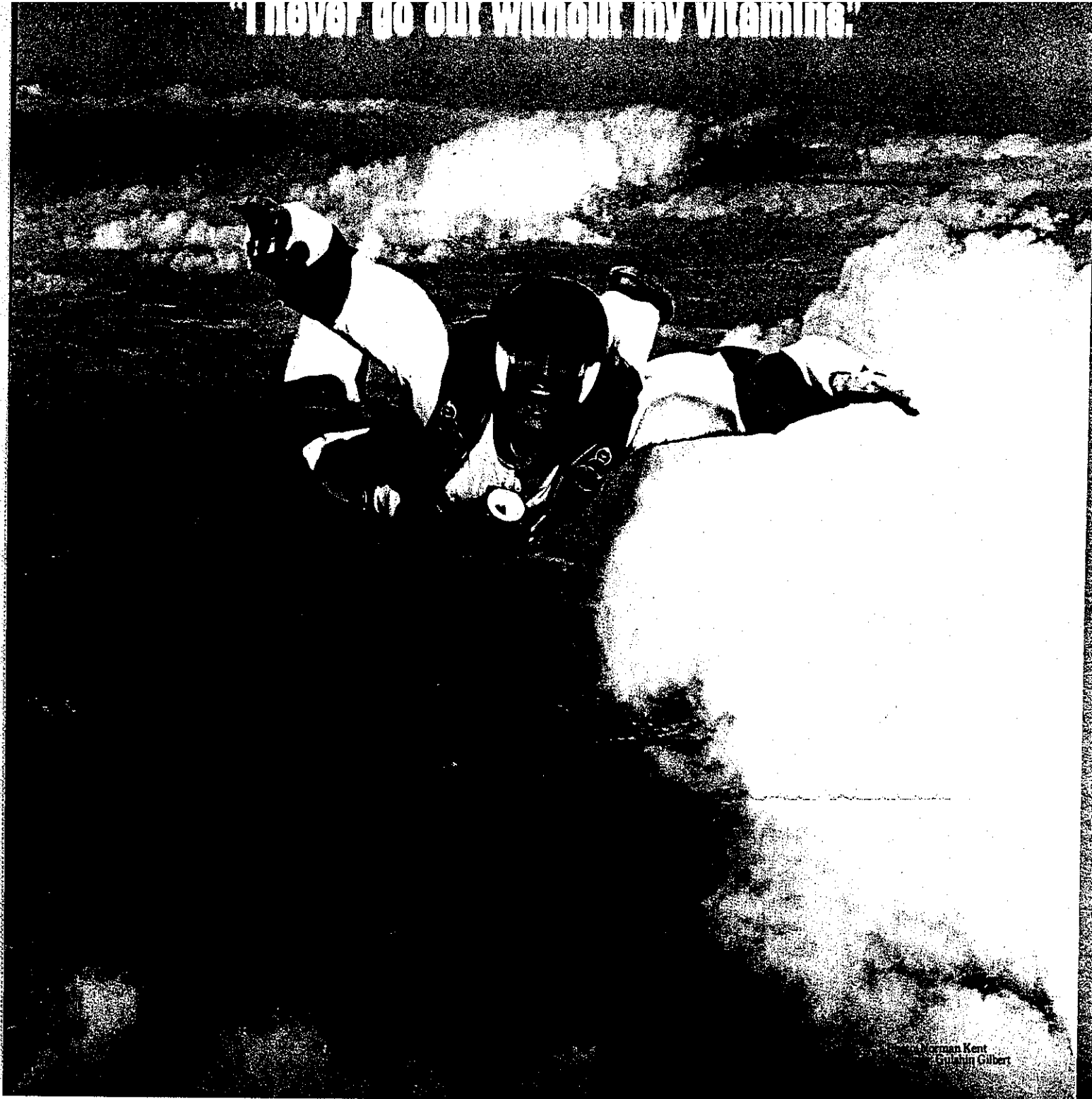
Creating useful products
and services for you.

**TEXAS
INSTRUMENTS**

Copyright © 1983 Texas Instruments

A - Group 2: These ads attempt to make the viewer question the way he presently does things and then offer an alternative through the product advertised. This may be done by creating doubt and insecurity in the viewer (Ads A-2f, A-2h) by depicting unfortunate circumstances which could have been avoided had the person in the advertisement possessed the product shown. They may also hint at the ignorance of the viewer, providing enlightenment via the product shown (Ads A-2c, A-2d).

"I never go out without my vitamins!"



Norman Kent
Graham Gilbert

Getting a balanced diet can be tough, especially when you're busy with other things. So to avoid taking chances, a lot of people take supplements. They're a safe, simple, inexpensive way to make sure you're getting recommended levels of essential vitamins and minerals. Ask your doctor or pharmacist.



Don't take chances. Take a supplement.

RCD 4210/683

To receive a beautiful poster (19" x 26½") of the above illustration, send this coupon with check or money order for \$2.50 (to cover postage and handling) to: **T1017**
Normandy Marketing Ltd.
P.O. Box 1696, Grand Central Station
New York, NY 10163

Make check/money order payable to Normandy Marketing Ltd.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

N.Y. State Residents add applicable sales tax. Offer expires December, 1984. Allow 6 to 8 weeks for delivery. Void where prohibited by law.

A-29



"I COULDN'T MAKE IT IN THE PAPER BUSINESS WITHOUT THE PAPER OF BUSINESS."

PHILIP E. LIPPINCOTT, CHAIRMAN & CEO, SCOTT PAPER COMPANY

"To sell over three billion dollars worth of paper products in over 80 countries, I need more than just a good paper. I need a good business paper. Which is why I depend on The Wall Street Journal.

"The Journal gives me timely information every business day. It helps me stay on top of developments in industries that directly affect the paper business, like transportation, energy and chemicals. And since we're a multinational company, I find The Journal's international coverage absolutely essential.

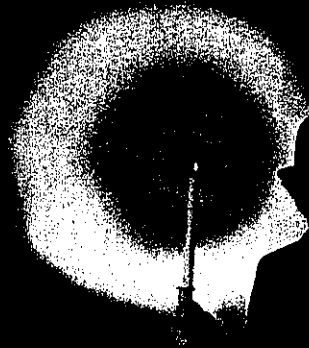
"But the most important feature of The Journal is its concise and comprehensive reporting. It enables me to get the information I need in a short period of time. And considering how few hours there are in a day, that makes The Wall Street Journal a paper I value almost as much as my own."

THE WALL STREET JOURNAL.

All the business news you need. When you need it.

Subscribe today, call 800-345-8540 except Hawaii or Alaska. PA 800-662-5180. Or write: 200 Burnett Rd., Chicopee, MA 01021.

What to do when you're in the dark about software.



Choosing the right personal computer software can be confusing, even to people who are knowledgeable about it.

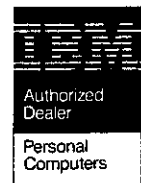
That's why it makes sense to talk to someone specially trained to shed light on the matter: an authorized IBM Personal Computer dealer.

Most authorized dealers can give you a look at the big picture, by tuning you in to computer-run demonstrations you watch in the store. They feature up-to-date, easy-to-understand descriptions

of all the programs in the extensive library of IBM Personal Computer Software.

If you already know what you'd like to accomplish with the software you buy, then your authorized dealer can help you choose the program best suited to your needs.

Enlighten yourself today. At any IBM Product Center or any store with the authorized IBM PC dealer sign in the window.





Is this where you get your advice on medications?

She could be a well meaning relative or friend or neighbor. And she could be wrong too. Because what works for her, may not work for you.

When it comes to advice about medication, ask someone who knows. Ask your pharmacist.

Your pharmacist has the right answers to questions such as:

Can I drink alcoholic beverages while on medication?

How long can I keep medicine?

When the label reads, "take every four hours," do I have to get up in the middle of the night?

Do medications interact with one another?

With so many medications advertised on TV, how do I know which one is right for me?

Schering, manufacturer of trusted pharmaceutical products, urges you to ask an expert. Ask your pharmacist.

Schering

COPYRIGHT 1983
SCHERING CORPORATION 0091-2722
KENILWORTH, N.J. 07033. ALL RIGHTS RESERVED.

Get the right answers. Ask your pharmacist.

Does your charcoal starter stick to your ribs?



The last thing you want when you start your barbecue is what many charcoal starters give you: A harsh, heavy odor that clings to your food, leaving an unpleasant aftertaste.

With Gulf Lite® Charcoal Starter, you can count on a quick one-match start every time. Without the smoke. And without the aftertaste.

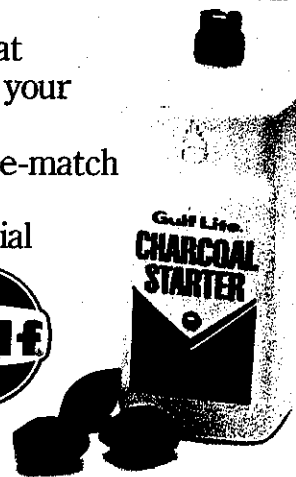
Now, after you've picked the perfect day, perfected your special sauce and chosen the choicest meat, it's good to know your barbecue won't go up in smoke.

And your reputation for the best ribs on the block can be spared.

© Gulf Oil Corporation 1983



The one-match starter.



THIS IS THE WRONG TIME TO FIND OUT YOU DON'T HAVE THE RIGHT INSURANCE.



It's too late after you've had an accident or your home is burglarized.

That's why it's a good idea to consult an Independent Insurance Agent before you buy your policy. An Independent Agent represents several companies—not just one. So you get expert, professional advice on how to select the best insurance coverage at the best price.

And right now your Independent Agent is offering an informative free booklet that can help make choosing the right insurance a little easier. Get it. Before you need it.

You'll find the Independent Insurance Agent nearest you listed in the Yellow Pages under the Big "I" symbol.



**THE MORE-THAN-ONE-COMPANY
INSURANCE AGENT.**

"IT'S A PERFECTLY SAFE INVESTMENT IF NOTHING GOES WRONG."



If you listen carefully to people pushing investments, you'll catch the word "if." As in "if nothing goes wrong." Or, "if it all works out."

What "if" means is that a lot of investments depend on circumstances beyond anyone's control. It means they're risky.

But at America's Banks, you don't have to take risks to make money. Because the deposits you have in an individual bank are in-

sured for up to \$100,000.

What that means is your money will be safe and sound and growing no matter what happens. If it's in the bank, that is.

Talk with the professionals at your bank. They'll show you savings and investment plans that not only earn competitive interest rates, they earn peace of mind.

© 1982 AMERICAN BANKERS ASSOCIATION

**AMERICA'S
BANKS**

**SECURITY
WITH NO IF'S**



THIS CONFIDENT, SELF-ASSURED EXECUTIVE JUST FOUND OUT THE FILE HE NEEDS IS LOST.



It always seems to be the file
you need most that gets lost.

And once it's gone, there
isn't a lot you can do about it.

But there is something
you can do to keep your files
from getting lost in the first
place, with the help of
File Management Systems
from 3M.

With our micrographic
filing system, for example,
you can virtually elim-
inate lost files.



And make your employees
more productive by speeding
up file retrieval time.

So instead of getting upset
over a lost file, do something
about it. Send for our free
booklet on file management.
Because a lost file is more
than just frustrating, it's
expensive.

Call toll-free: 1-800-328-
1684, in Minnesota 1-800-
792-1072. In Canada call
1-800-268-9055,
Operator 13.

FILE MANAGEMENT SYSTEMS

Please send me your free booklet on file management.

Name

Company

Title Phone

Address

City

State Zip

Send to G. Collins, File Management Systems Division, 3M Center,
Building 216-2N, St. Paul, MN 55144.

HOW TO
KEEP
PROFITS
FROM
GETTING
LOST
IN YOUR
FILES

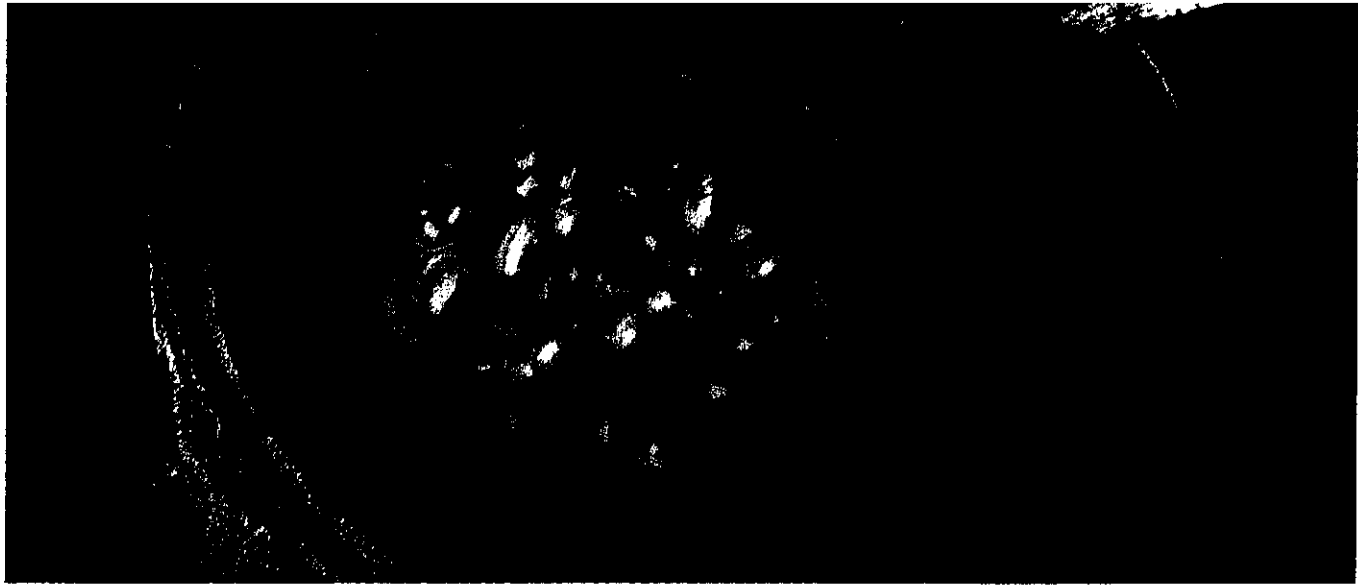
FTN 06

3M hears you...

3M

A-2h

A - Group 3: These ads appeal to the viewer's sense of tradition. Tradition means security; the tried-and-true way is the safest.



BETTER THAN AN APPLE A DAY.

Remember all those wonderful little sayings your mother had about food?

"Carrots help you see in the dark." "Milk gives you strong bones." "An apple a day keeps the doctor away."

She was on the right track.

And when she said, "Eat your soup, it's good for you," she was years ahead of her time.

WHAT RESEARCHERS TELL US ABOUT SOUP

In a recent study of government data, university researchers found that soup can play a significant part in a healthy, well-balanced diet.

Take Campbell's Bean with Bacon Soup, for instance. Calorie for calorie, it's even more nutritionally balanced than an apple.

Besides supplying major nutrients like iron and vitamin A, it's also an important source of dietary fiber.

GOOD FOOD HELPS KEEP YOU HEALTHY.

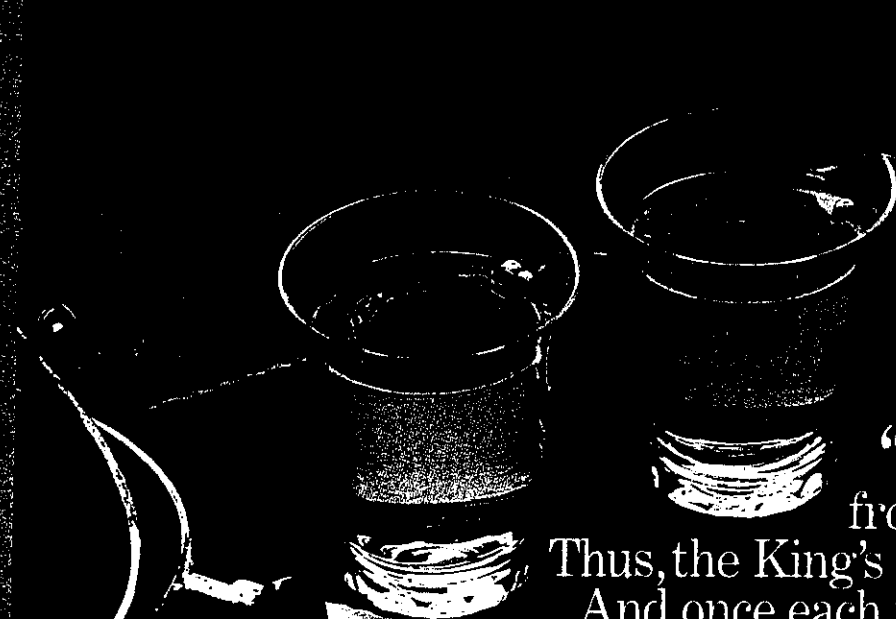
Your chances of getting sick are higher when your resistance is low. But eating a balanced diet of good nutritious food, like soup, can help keep your resistance up.

So think. When was the last time you did something really good for yourself? When was the last time you had a delicious bowl of soup?

(And, by the way, when was the last time you called your mother?)

**CAMPBELL'S
SOUP IS GOOD FOOD**





"Keep these lands free
from intruders."

Thus, the King's command centuries ago.
And once each year, men and women
of the Scottish Borders ride
the "marches," the boundaries of
their common lands.

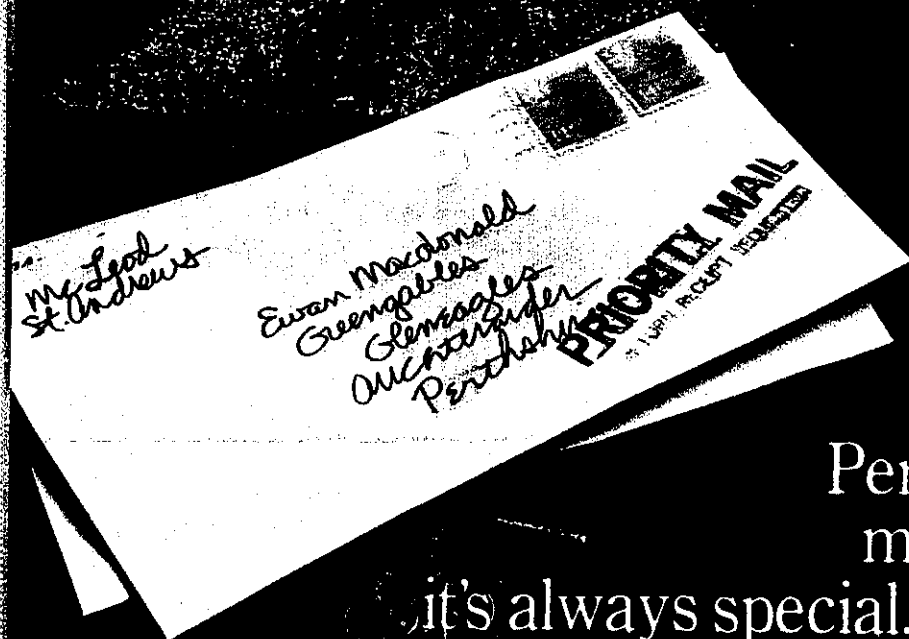
If only to be on the safe side.
The good things in life
stay that way.



DEWAR'S
"White Label"
never varies.

Authentic
The Dewar Highlander

DEWAR'S WHITE LABEL WHISKY IS A PRODUCT OF SCOTLAND. IT IS BOTTLED IN SCOTLAND AND BOTTLED IN SCOTLAND.

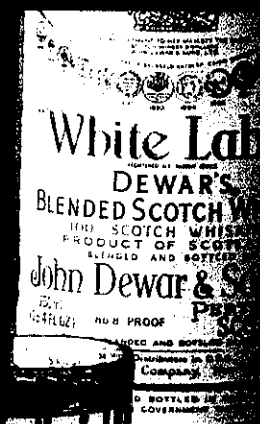


WHEN Postman
Mackenzie of
Perthshire, Scotland,
makes a delivery...

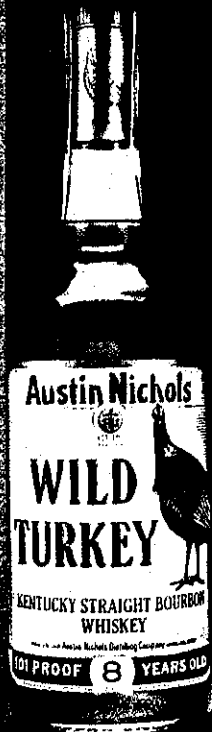
It's always special.
The good things in life
stay that way.

Preferred for smoothness,
Dewar's® never varies.

Authentic
The Dewar Highlander



Wild Turkey Hill. A place unlike any other.



The woods on Wild Turkey Hill slope down to the edge of the Kentucky River. On top of the hill, there's been a distillery for nearly 150 years. It's a unique spot: gently running waters below and constant breezes above that cool our Wild Turkey whiskey naturally as it ages in the barrel. Wild Turkey Hill is a very special place. And it helps us make Wild Turkey very special.

WILD TURKEY®/101 PROOF/8 YEARS OLD
AUSTIN, NICHOLS DISTILLING CO. LAWRENCEBURG, KENTUCKY • 1983

A - Group 4: These ads depict the family in situations that appeal to our love of family members and our desire for their safety. Children or other family members are shown in scenes which arouse our caring and concern. The product advertised is closely associated with these feelings. Notice in Ad A-4a that the mother is absent and they are all gathered around the car. It looks as if the car is replacing the mother as this family's symbol of security.

Today's Chevrolet

Built for A.J. Jones... & Sons.

THE \$4,997* CHEVY CHEVETTE.

A Chevrolet so dependable, 97% built in the past nine years are still on the road.† Rolling up over 110 billion owner-proven miles.

So when you buy your new Chevy Chevette, you might want to consult your kids on the color. Chances are it'll be their car, too. Long after it's stopped being your car.

And Chevette's a car you'll enjoy keeping in the family. Reclining front bucket seats, fold-down rear seat, carpeting all the way back to a handy hatchback are all standard.

All in a car so easy to maintain, it's a car you can own. Instead of it owning you.

That's what we mean by Chevrolet Taking Charge. With the kinds of cars and trucks you need today.

*Manufacturer's Suggested Retail Price including dealer prep. Tax, license, destination charges and optional equipment additional. Price higher in Calif.

†Source: R. L. Polk & Co.



OFFICIAL U.S.
CARS AND TRUCKS
OF THE XIV
OLYMPIC WINTER
GAMES

Sarajevo '84
©1982 GMCO Sarajevo 84



Light together
Dark apart

CHEVROLET



taking charge

MAIL



A-Ab

The love is more important than the loveseat.

At Ethel Allen we believe the quality of family life surrounding our furniture is far more important than the furniture itself. For home is the nurturing ground for the wholesome values and attitudes that made our country strong.

It's the stage where the drama of life is played. Where children learn right from wrong. Where old-fashioned ideals like courage and honesty, respect for oneself and others are passed down from one generation to the next.

We are concerned about the erosion of these values that should be taught at home. We see the growing problems in our society — broken homes, crime, and juvenile delinquency — and we are shocked by the trauma in many families, especially children.

Our over-burdened police can no longer solve these problems in our society. Therefore, we believe we can regain what is missing — that will cure these ills — in the home — our piece of the world — place where it all begins.

For fifty years Ethel Allen has been helping people create a better home. We have been successful in this because we have always been guided by the same principle: to provide the finest quality of furniture and service to our customers. We believe that a better home is a better life.

Ethel Allen

A Good

Company



Reach out and touch someone.



Mosquitoes love your kids too.



Protect them for hours with Deep Woods OFF!

Deep Woods OFF! long-lasting formula protects your family from mosquitoes for hours. No leading repellent protects longer. Available in pump spray, aerosol and lotion.



Johnson
B&B

©1983 S.C. Johnson & Son, Inc.



New government survey shows:

Your child may be at nutritional risk.

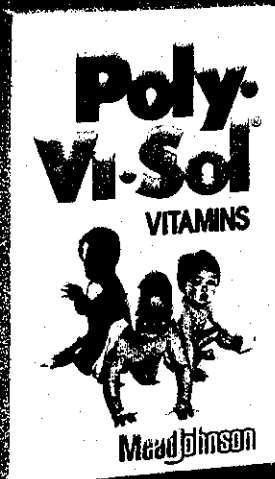
A new government survey* of children from all income and ethnic groups shows that more than 50% of America's children, between the ages of one and five, received less than the Recommended Dietary Allowance for one or more key vitamins from their diets. And 87% received less than the RDA for iron.

How do you know if your child is receiving the recommended levels of vitamins that are vital for growth? Ask your doctor about...

Vi-Sol® and Vi-Flor.™ If your child is an infant, your doctor probably has recommended Mead Johnson Vi-Sol or Vi-Flor drops. Once your child is over two years old, ask your doctor about vitamins again. Your doctor will probably recommend Vi-Sol chewables, or Vi-Flor chewables which contain fluoride. Vi-Flor fluoride-vitamin supplements are available by prescription only. Doctors trust the quality that goes into every Mead Johnson vitamin. Vi-Sol vitamins are the children's vitamins doctors recommend most.

Help your child get the Recommended Dietary Allowance of vitamins. Ask your doctor which Vi-Sol or Vi-Flor product is best for your child.

*For a summary write: Mead Johnson Nutritional Division, 35-2F, Dept. 46, Evansville, Indiana 47721. Maker of Poly-Vi-Flor® multivitamin and fluoride supplement.



Mead Johnson
Vi-Sol®
VITAMINS

© 1982, M. J. & Co.

The children's vitamins doctors recommend most.



TRUST US WITH YOUR LIFE.

A precious expression, a child being a child is a fleeting moment quickly gone. Don't lose those moments. Capture them beautifully on Konica Color Print Film.

Five generations of families around the world have trusted us for their family photographs...

Now you can trust Konica Film too.

Konica
HR Disc

Color Print

15 Exposures

Konica
135/36
2

Konica
135/36
ISO

Konica
110/24
110

KONICA FILM.
IT LIVES UP TO YOUR

110

1983 Konishiroku Photo Ind. USA, Inc.
Available in selected locations at this time.

A - Group 5: These ads depict close groups of people who appear happy and content. The feeling of security we get in groups is associated with the product advertised.



"Allstate proved to me—there's money to be saved by buying custom-fit!"

The move is on to the Customizer policy.

A lot of small businesses don't get the best fit from their insurance. And it shows up, right on the old bottom line.

That's why, during the last seven months, over 10,000 small-business owners have selected the Allstate Customizer policy. It can be tailored to just the coverage your business needs.

Nothing more.

See if you can save money, and improve your bottom line. Just call an Allstate agent for a fitting.

Allstate®
BUSINESS INSURANCE

To complete your business insurance protection, Allstate also offers worker's compensation and business auto policies.
Subject to local availability.

Allstate Insurance Company, Northbrook, Illinois.

IF YOU BUY UNIVERSAL LIFE FROM METROPOLITAN, YOU WON'T HAVE TO WORRY WHETHER YOU'VE DONE THE RIGHT THING.



In today's uncertain economic climate, many people have expressed interest in life insurance coverage that can be more flexible and is geared to current interest rates.

Metropolitan's new Universal Life* product, our Flexible-Premium Life Insurance Policy, can do just that.

It's flexible enough to fit your constantly changing needs. Within limits, you can adjust the amount of your coverage and premiums as needed. And the

interest credited on your cash value in excess of \$1,000 is based on competitive market rates.

But Universal Life may not be right for you. Something else may better fit your needs.

That's a big advantage of dealing with Metropolitan. We provide a full line of life insurance plans tailored to your specific needs. Everything from basic Term protection to our Whole Life *Plus* coverage, one of the best buys in permanent

insurance protection.

If Universal Life is right for you, we'll say so. If not, we'll help you choose the plan that is right.

Call your Metropolitan representative, a trained professional, who will make sure you get the coverage that's best for you.



Metropolitan
Insurance Companies

METROPOLITAN REALLY STANDS BY YOU.

Life/Health/Auto/Home/Retirement

© 1983 Metropolitan Life Insurance Company, N.Y., N.Y., Metropolitan Insurance and Annuity Company, N.Y., N.Y. *Available in most states.

WHO TAKES CARE OF YOUR BUSINESS PHONES NOW THAT THE BREAKUP HAS OCCURRED?



WE DO.

We're the people you know.

On January 1st, more than 90% of Bell's systems technicians, the folks who install and maintain your business phones, moved to AT&T Information Systems, along with many of Bell's service and marketing representatives. As AT&T Information Systems employees, we will continue to service your leased business phones at no extra cost to you.

With so many of us now at AT&T Information Systems, odds are you'll see lots of familiar

faces. We're backed by the resources of the largest and most highly trained communications service organization in the world.

CALL US FOR ALL YOUR BUSINESS PHONE NEEDS.

We're at your local AT&T Information Systems Business Service and Sales Center. You know you can trust us to help you with equipment, systems planning, new installations and repair problems.

Call us for service you can be sure of and for phone systems

backed by AT&T Bell Labs technology. We can also make service arrangements with your local operating company—from additional lines to directory listings. One call does all at AT&T Information Systems.



CALL US AT 1 800 247-7000.

This "800" number automatically connects you with the office in your area.

A - Group 6: These ads rely on the language associated with security. The word "promise" is very important in advertising. Ogilvy advises prospective advertisers to use it:

Advertising which promises no benefit to the consumer does not sell, yet the majority of campaigns contain no promise whatever. (That is the most important sentence in the book. Read it again.)¹³



We promise to build and sell only
good quality, honest appliances
designed to give you your money's worth...
and we promise to stand behind them.

We still believe in promises.

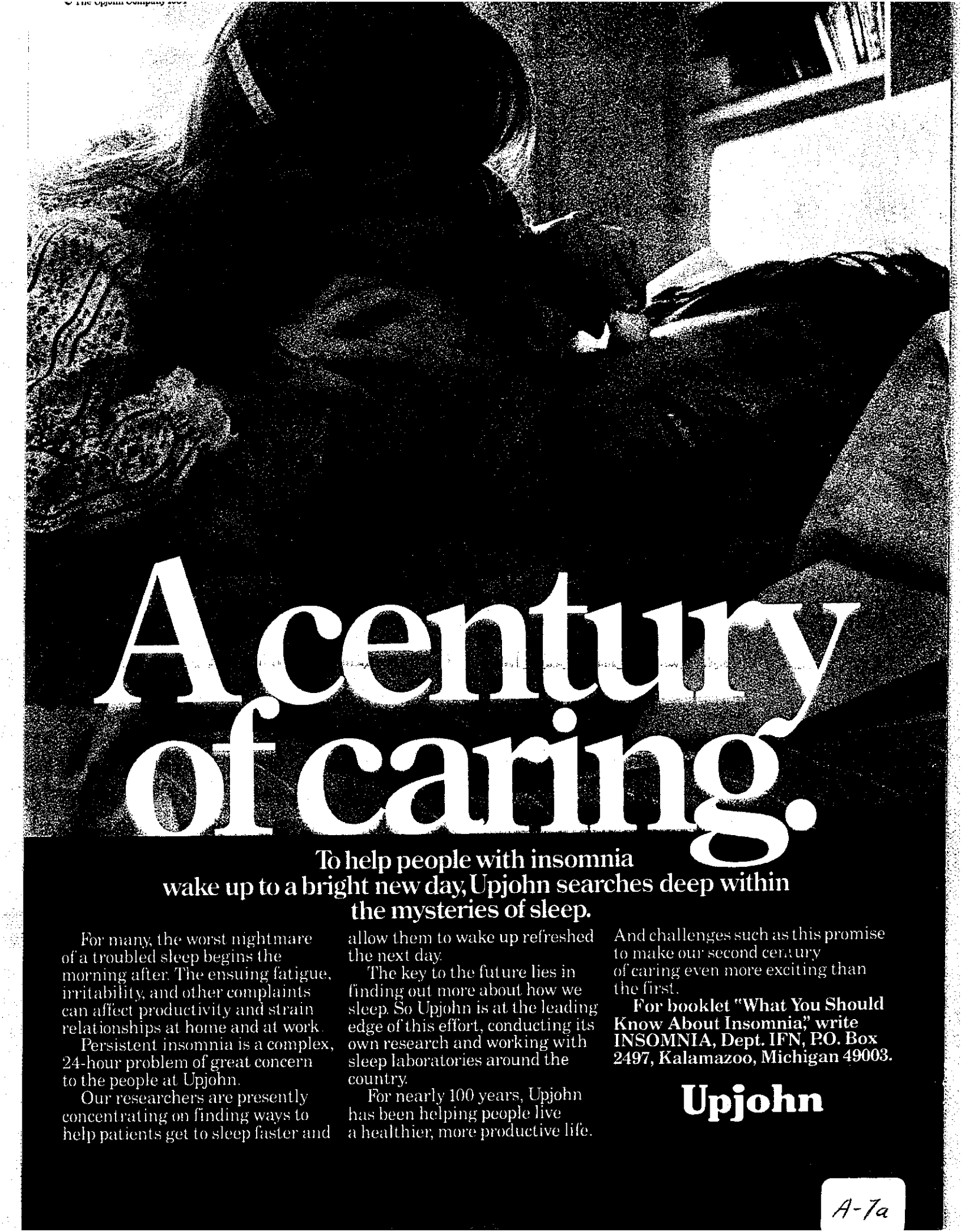


touch someoneSM



AT&T

A - Group 7: These ads depict corporations or other large organizations as mother figures capable of supplying the love, caring and security that we derived from our mothers. The corporation is seen as being trustworthy, ready to supply us with all our needs. Sometimes no product is being sold; the sole purpose of the advertisement is to build up this image for the corporation.



A century of caring.

To help people with insomnia
wake up to a bright new day, Upjohn searches deep within
the mysteries of sleep.

For many, the worst nightmare of a troubled sleep begins the morning after. The ensuing fatigue, irritability, and other complaints can affect productivity and strain relationships at home and at work.

Persistent insomnia is a complex, 24-hour problem of great concern to the people at Upjohn.

Our researchers are presently concentrating on finding ways to help patients get to sleep faster and

allow them to wake up refreshed the next day.

The key to the future lies in finding out more about how we sleep. So Upjohn is at the leading edge of this effort, conducting its own research and working with sleep laboratories around the country.

For nearly 100 years, Upjohn has been helping people live a healthier, more productive life.

And challenges such as this promise to make our second century of caring even more exciting than the first.

For booklet "What You Should Know About Insomnia," write **INSOMNIA**, Dept. IFN, P.O. Box 2497, Kalamazoo, Michigan 49003.

Upjohn



A century

How Upjohn research and the physician's understanding join hands to help fight the battle against arthritic pain.

The destruction wrought by arthritis can be an agonizing process. It can transform a once vital, vigorous person into one who moves cautiously in a world clouded with pain.

To the people at The Upjohn Company, the battle against this world of pain is

a primary task. And one that is shared with the physician.

Arthritis has not one, but many forms. An important first step for any possible sufferer is to be aware of the complexities of the disease and to seek a professional diagnosis.



of caring.

Only a physician has the understanding to properly diagnose and treat the many-sided symptoms of arthritis.

And while doctors are constantly keeping abreast of recent developments in arthritis treatments, Upjohn researchers are probing deep into the mechanism

of the disease itself.

At Upjohn, our long-range goals reach far beyond temporarily arresting arthritis and its symptoms.

New knowledge about cells is pointing the way to actually modifying the disease through immunology.

So instead of alleviating

arthritic pain, we could end up eradicating it.

For nearly 100 years, The Upjohn Company has looked to the future and found answers to "impossible" questions. Looking for more will make our second century of caring even more exciting than the first.

For booklet "What You Should Know About Arthritis," write CARING, Dept. AT, P.O. Box 2497, Kalamazoo, Michigan 49003.

Upjohn

SHOW YOUR KIDS HOW A FOREST IS LOGGED.

Dress 'em up in old clothes and sturdy shoes, and we'll take you all "into the woods" on a comprehensive tour of one of our logging sites.

You'll discover how lumberjacks and foresters work with computer programmers and lab scientists to sustain our forests *and* their yields forever. Your kids will go "Wow!"

We offer you tours like this because we'd like you to understand that our mills and plants and logging sites serve your interests as well as ours.

And because we're proud of them.

For a list of tour locations and times, write
Sharon Ramsey, Boise Cascade Corporation, One Jefferson
Square, Boise, Idaho 83728.

Boise Cascade Corporation

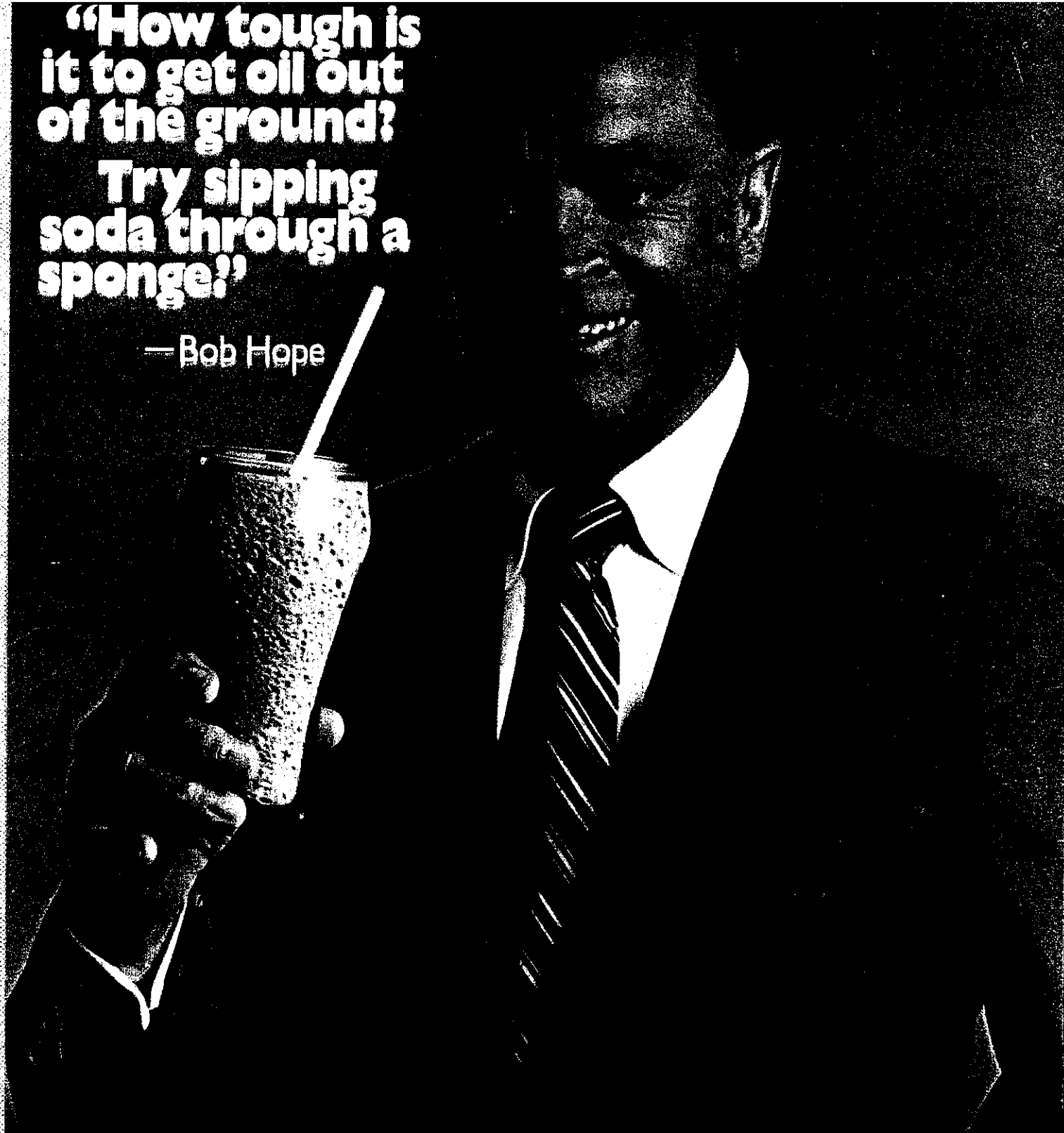


Paper / Office Products / Packaging / Building Products / Forests



**"How tough is
it to get oil out
of the ground?
Try sipping
soda through a
sponge?"**

—Bob Hope



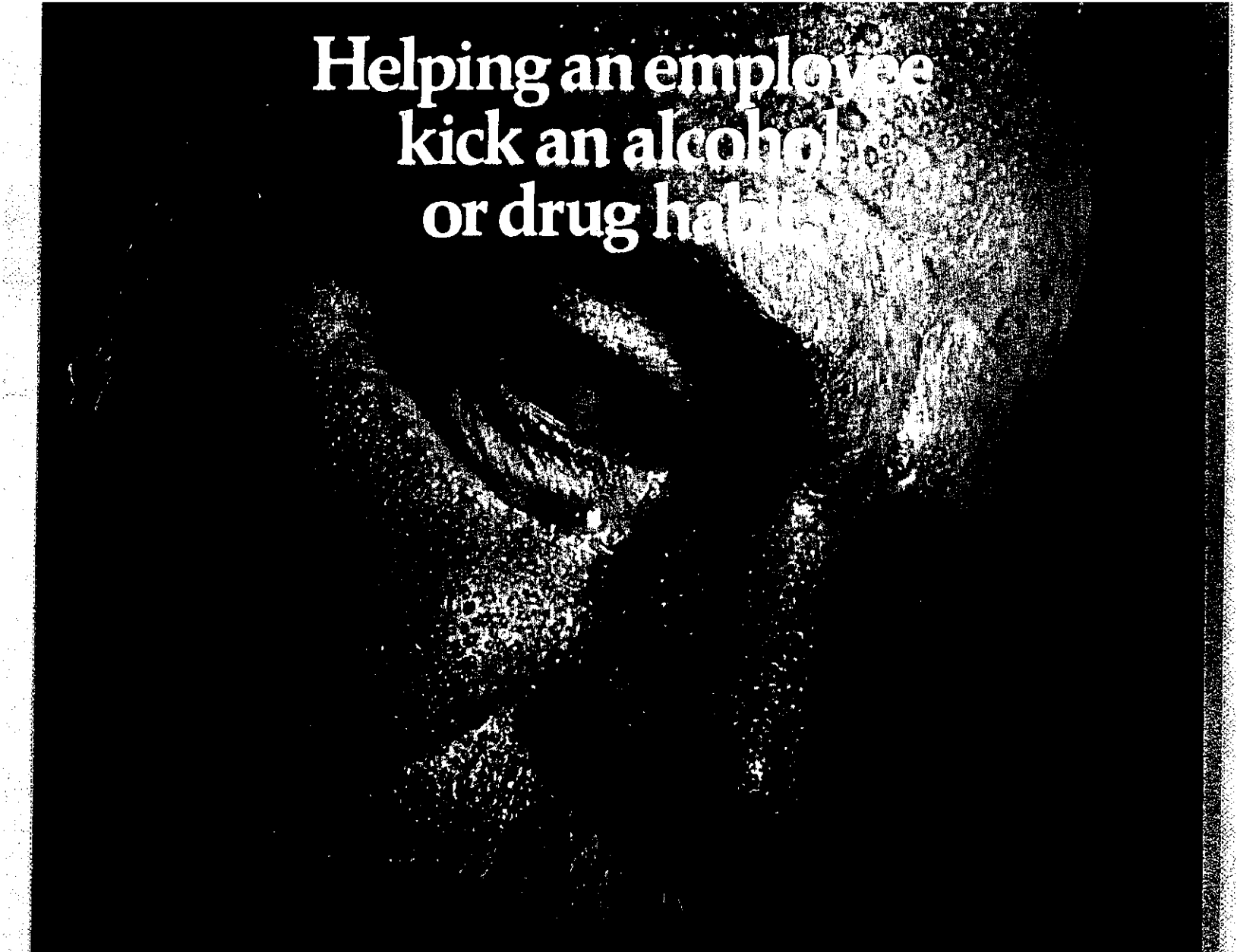
Geologists say more than 50% of all the oil ever discovered in the United States is still trapped underground in the pores of rocks. Now Texaco's using enhanced recovery techniques to force more of that oil out to meet your future energy needs.

The usual pumping methods just can't tap all of the oil here in the U.S. That's because so much is locked away in the ground like water in a sponge, except the "sponge" is often solid rock. With enhanced recovery techniques like steam-flooding and carbon dioxide flooding, Texaco's now recovering some of

that oil. In the years ahead, we'll be trying even more advanced techniques to recover more of the energy you need, and to recover more of it here at home.



**You can trust the Star
at home and in your car.**



Helping an employee
kick an alcohol
or drug habit.

That's a Bethlehem commitment. And we're succeeding.

What do you do with employees who have a drinking or drug problem? Fire them?

Here at Bethlehem we have a better solution. Better for them, better for us. Sixteen years ago our medical people developed an alcoholism program built on rehabilitation. Eleven years ago a similar program for drug abuse was begun. Each employee with a drinking or drug problem is urged to seek help through one of these programs.

Some cases are, of course, difficult. Some

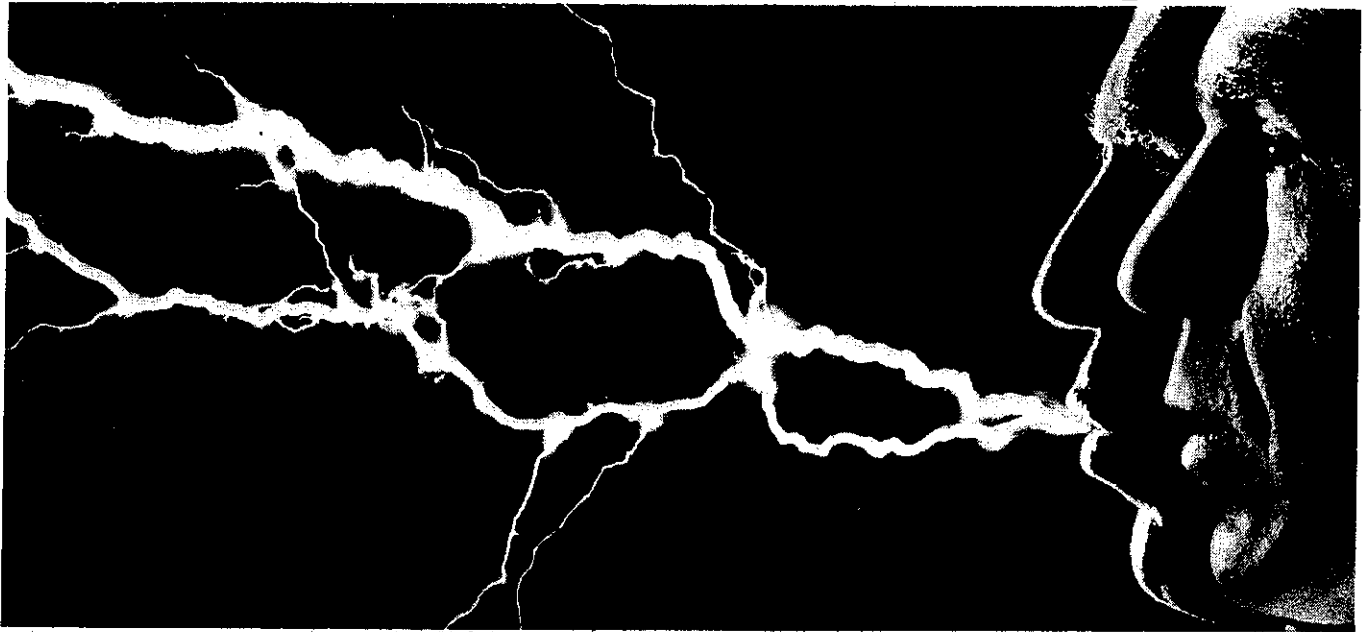
people simply cannot hold a job. But thanks to the understanding, care and professional assistance made available to them, several thousand of our employees have made dramatic progress toward recovery.

A self-serving corporate program? Yes. But every employee returned to a more productive life at work also returns to a more productive life at home and in his or her community. And that serves society.

Bethlehem 

Bethlehem Steel Corporation, Bethlehem, PA 18016

**With Ford's
Consumer Appeals Board,
your voice has more power
than you think.**



You have the power to write a wrong. Because your written word carries considerable weight with the Board. Ford's Consumer Appeals Board has an impressive record of success in reviewing your side of a service-related problem, then reaching a fair settlement.

Its fairness is assured because this is an independent Board; three of its five volunteers are consumer representatives with no affiliation with Ford Motor Company or its Dealers. After you've discussed the problem with your Dealer and the Company—and if it remains unsolved—the Ford Consumer Appeals Board will review your case; then it will make a fair and just decision.

Its decision is binding on Ford Motor Company and your Ford or Lincoln-Mercury Dealer. But it is not binding on you. We think that's more than fair.

The Board considers complaints involving Ford Motor Company vehicles and Ford or Lincoln-Mercury Dealers.

The Board will not review: complaints arising from the vehicle sales transaction, complaints currently in litigation or cases that involve alleged personal injury or property damage of the type for which insurance is normally available, or complaints involving requests for consequential damages.



Call toll-free:

1-800-241-8450

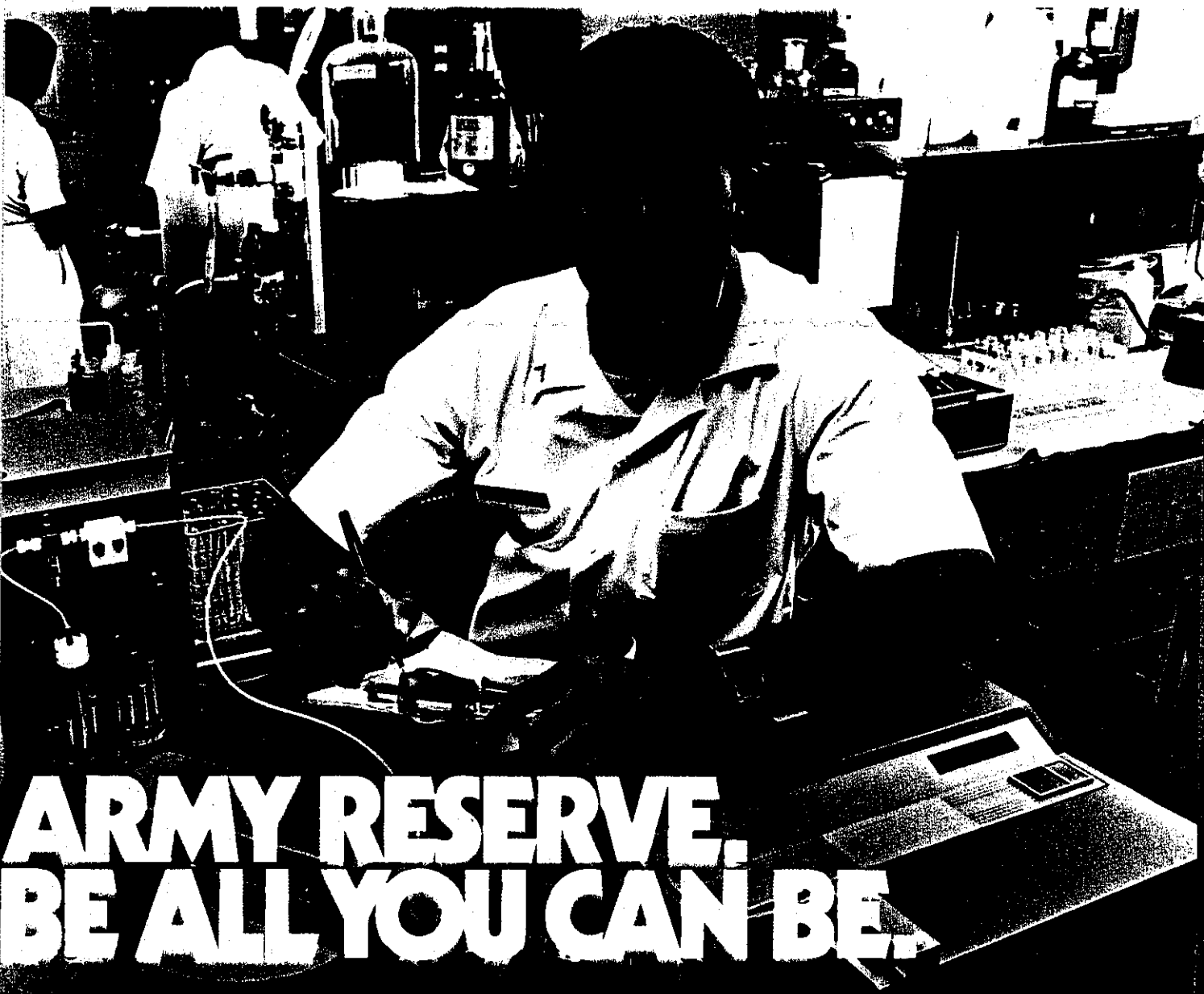
MAKE \$12,200 FOR COLLEGE WHILE YOU'RE GOING TO COLLEGE.

Want a part-time job that doesn't hurt your grades? Or campus life? Give your local Army Reserve unit a weekend a month and a couple of summers during college, and they'll give you over \$12,200 for college.

Up to \$4,000 in college aid is yours just for joining most units. Another \$6,000 for four years of monthly weekends and two-week summer stints. Plus over \$2,200 that you'll earn during two summer training periods. All while you're getting the most out of college. And doing the most you can part-time for your country.

You don't have to wait for college to join the Army Reserve. If you're 17 or older and a junior or senior in high school, join us now! There's no better part-time job in town.

Interested? Call your local Army Reserve recruiter. For the number, call toll free 800-421-4422. In California, 800-252-0011. In Alaska or Hawaii, 800-423-2244.



ARMY RESERVE. BE ALL YOU CAN BE.

B. SOPHISTICATION IN ADVERTISING

B - Group 1: These ads use a well-known person as a spokesperson for the product. The message is that famous, sophisticated people use the product. This aura is connected to the product shown.



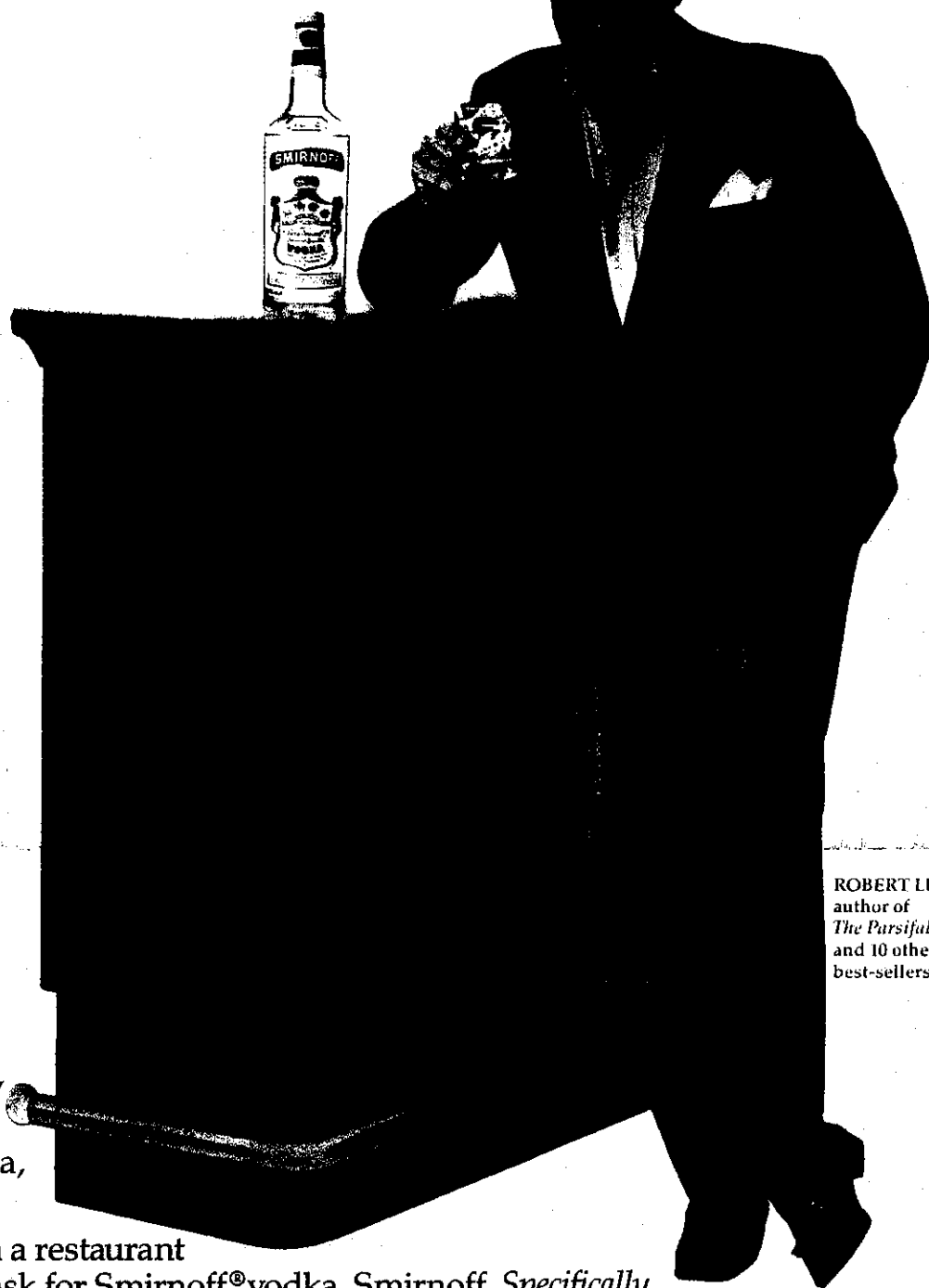
© Zyloware 1983

OPHIA
OREN'S

LECTION... *found only at the finest eyecare professionals.*

B-1a

*"In my book, quality
makes Smirnoff worth asking for.
Its value makes it a best-seller."*



ROBERT LUDLUM,
author of
The Parsifal Mosaic
and 10 other
best-sellers.

*"I weave webs
of intrigue in my
books, but when
it comes to vodka,
I'm easy to read."*

*"Whenever I'm in a restaurant
or bar, I simply ask for Smirnoff® vodka. Smirnoff. Specifically."*

*"Why? Because no other vodka is filtered for purity and clarity
the Smirnoff way. That's what gives Smirnoff its ultimate quality.
And when I spy Smirnoff at the bar, I know the people who pour it
won't settle for less. That's my kind of place. And drink."*

*"Sure, Smirnoff may cost a little more,
but in my book, quality always does."*

Smirnoff
LEAVES YOU BREATHLESS®

There's vodka, and then there's Smirnoff.

SMIRNOFF VODKA 80 & 100 PROOF DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF F.S. (DIVISION OF HEUBLEIN, INC.) HARTFORD, CT. — "MADE IN U.S.A."

DEWAR'S PROFILE:

MARK STORY

HOME: New York City.

AGE: 35

PROFESSION: Commercial film director, Pfeifer-Story Productions.

HOBBIES: Writing the ultimate self-help book for the non-gregarious, *How to Spend the Least Amount of Time with People You Don't Like*.

LAST BOOK READ: *Post Office*, Charles Bukowski.

LATEST ACCOMPLISHMENT: Directed *Fur*, a satirical short film, for *Saturday Night Live*.

WHY I DO WHAT I DO: "After eight years of taking orders in an advertising agency, the time had come. The directee would become the director. And I did."

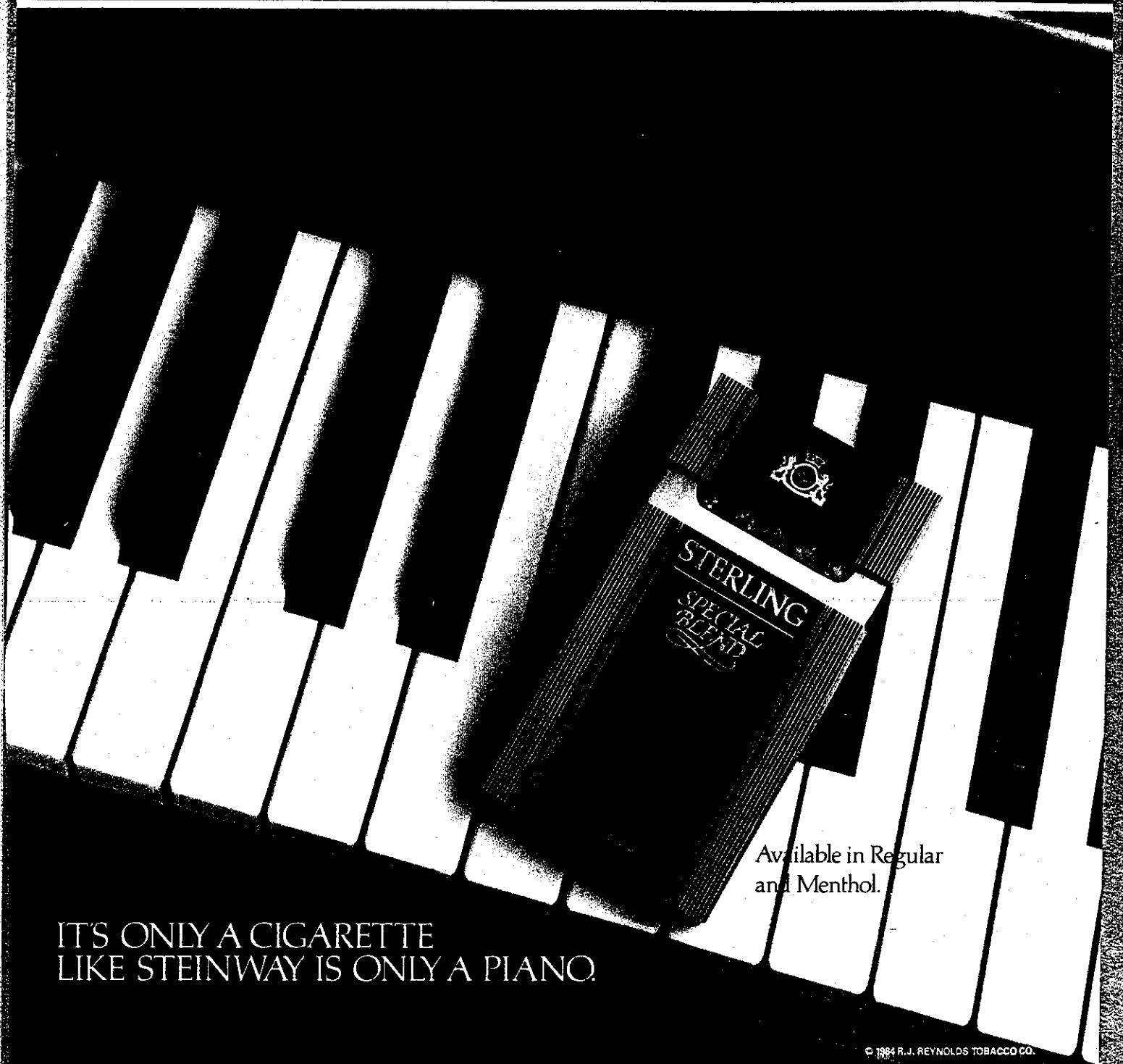
PROFILE: Works well with people. Would prefer not to. "Closet recluse."

HIS SCOTCH: Dewar's® "White Label." "After a long casting session and too many stage mothers, having a Dewar's and soda is the only honorable thing to do."



B - Group 2: Sometimes manufacturers attempt to create an aura of sophistication around their product by comparing it to another product already established as being sophisticated.

PRESENTING STERLING



Available in Regular
and Menthol.

IT'S ONLY A CIGARETTE
LIKE STEINWAY IS ONLY A PIANO.

© 1984 R.J. REYNOLDS TOBACCO CO.

STEINWAY® is a trademark of Steinway & Sons
which does not make or license STERLING® Cigarettes.

12 mg. "tar", 1.0 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

B - Group 3: These ads depict people engaged in various activities. The message is that sophisticated people who do sophisticated things purchase the product shown. A sophisticated life style is associated with the product.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1981



Benson & Hedges & Afternoons & Me

*Because the
pleasure lasts longer.*

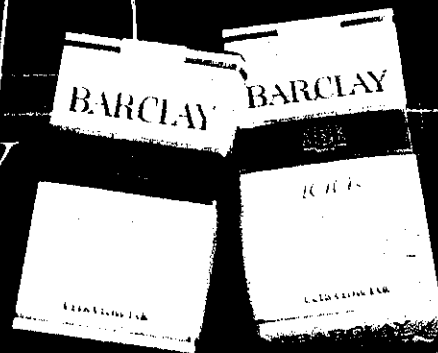
Benson & Hedges Lights





BARCLAY

UNEXPECTED PLEASURE



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Surprising richness, yet 99% tar-free.

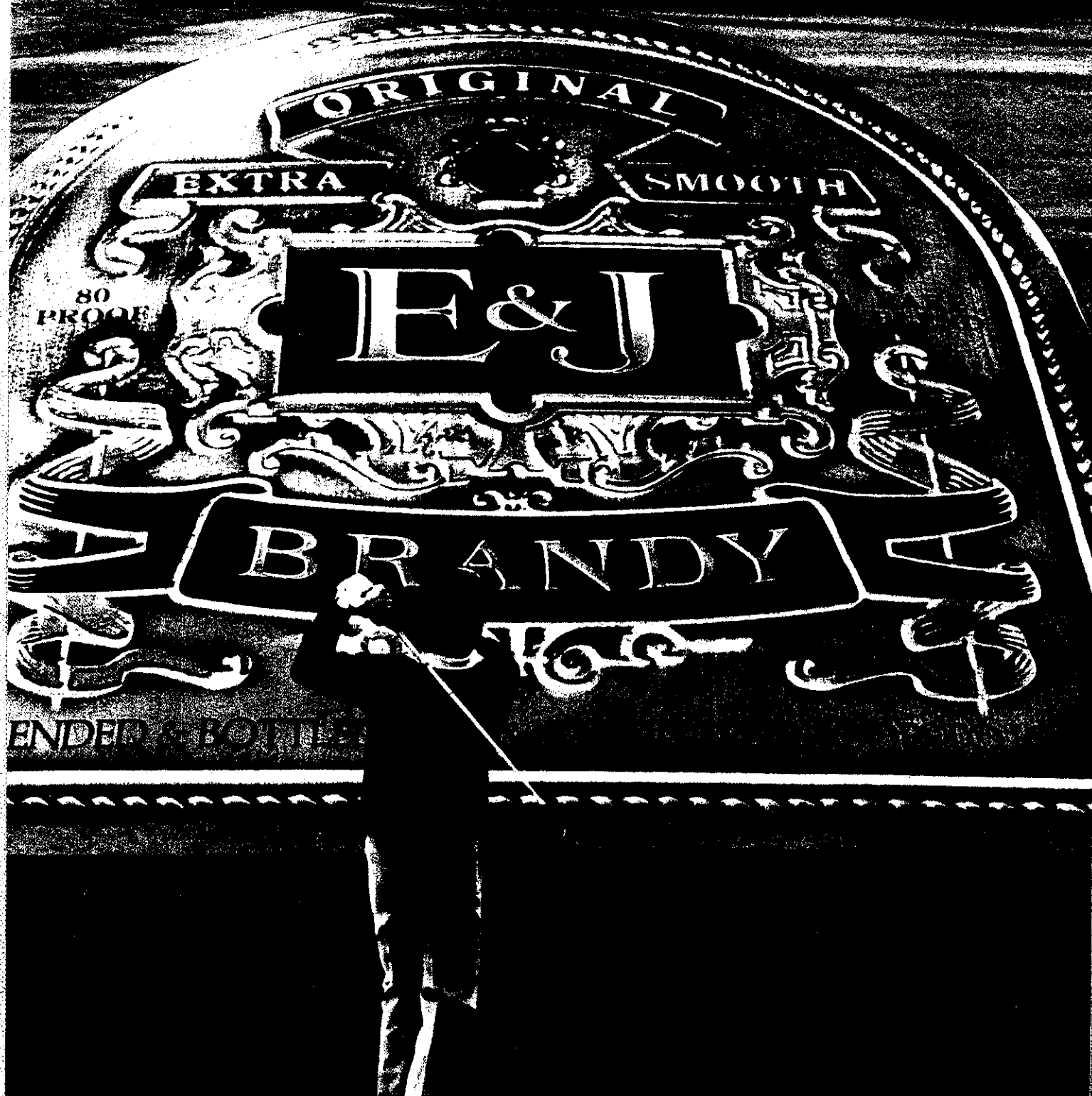
Live the Jantzen life.



If you want to make a
great game look even
better, get acquainted
with Center Court[®]
sportswear from Jantzen.
Roscoe Tanner did.

Jantzen[®]

Portland, Oregon 97208
and Vancouver, B.C. V5T 3J3



You're just an E&J away from a perfect day.

E&J. The only brandy we know of that's aged in oak and then mellowed through charcoal. Enjoy it straight, over ice, or with your favorite mixer. Only E&J is smooth, rich and rare enough to take a great day...and make it a perfect one.

E&J BRANDY

E&J Distillers, Modesto, CA



CLUB MED THE ANTIDOTE FOR TRAVELING ALONE

When you're traveling alone the shortcomings of an ordinary vacation stand out in bold relief. The daily inconveniences of planning and arranging activities are a greater annoyance than ever.

Which gives you all the more reason to take a vacation at Club Med.

For one all-inclusive price (actually, what most hotels charge for a mere room) Club Med makes your reservations, confirms your flights, provides transportation and gives you a truly remarkable variety of things to do once you arrive.

Sports such as windsurfing, waterskiing, sailing and tennis, plus all instruction. Meals of sumptuous French and native cuisine. And nightly entertainment in our cabarets and discos.

And since each Club Med is not just a hotel, but an entire beachfront village, you'll never need a map of the island to pinpoint the location of the sports facilities. They're just a short walk along the beach from your air-conditioned room.

In addition to making all the activities extremely accessible, Club Med does the same for people. Instead of the

pomp and ceremony typical of ordinary resort hotels, the atmosphere of a Club Med village is comfortable and casual. An atmosphere in which activities and meals are shared by everyone, and in which meeting your fellow vacationers becomes effortless.

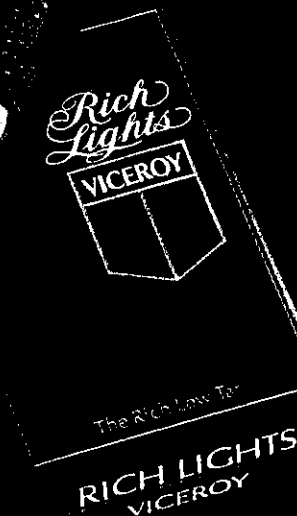
All of which goes to show there need not be drawbacks to traveling alone. As long as where you travel to happens to be Club Med. For more information, call your travel agent or Club Med at 1-800-528-3100 and ask for Ms. Puris.

The antidote for civilization.SM

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Pleasure is where you find it.

***Discover
Viceroy
Satisfaction.***



VICEROY RICH LIGHTS Kings 9 mg. "tar", 0.7 mg. nicotine
VICEROY Kings 15 mg. "tar", 0.9 mg. nicotine av. per
cigarette, FTC Report Mar. '84.

© 1985 B&W T Co.



"I could go for something Gordon's"

The possibilities are endless



B - Group 4: These ads use language which has a sophisticated appeal. This language is closely connected to the product advertised. Cultural values such as being civilized, intelligent, or non-conformist are associated with the product.



If this bottle looks familiar at this distance,
we congratulate you on your taste and perception.

Tanqueray Gin. A singular experience.

IMPORTED ENGLISH GIN, 100% GRAIN NEUTRAL SPIRITS, 94.6 PROOF, IMPORTED BY SOMERSET IMPORTERS, LTD., N.Y. © 1984

Send a gift of Tanqueray Gin anywhere in the U.S.A. Call 1-800-243-3787. Void where prohibited.

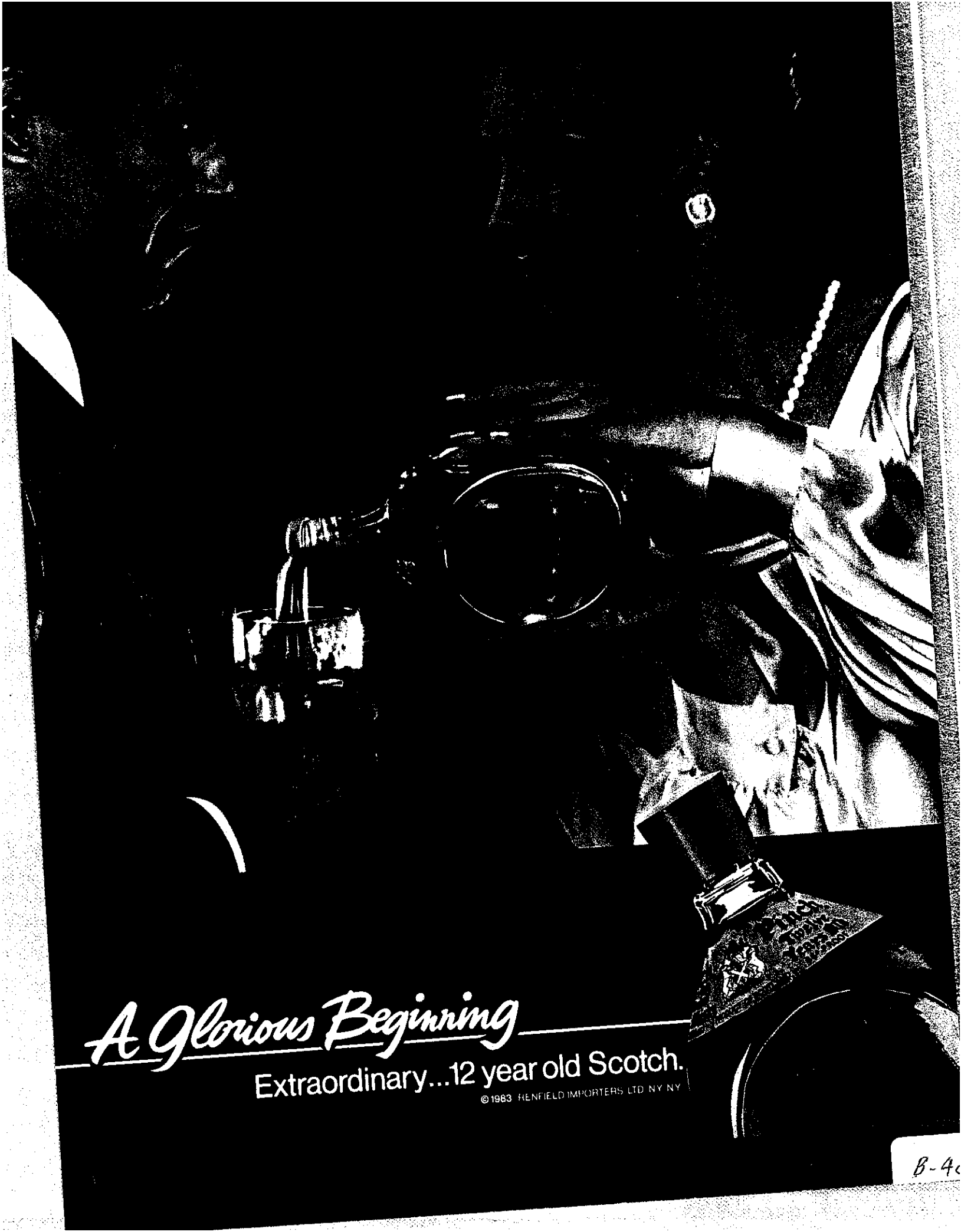


There's a lot to love about the ocean.
The salt, the sun, the sand.
The way it makes you feel.



10 mg "tar", 0.8 mg. nicotine av. per cigarette, FTC Report March 1984.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



A Glorious Beginning

Extraordinary...12 year old Scotch.

©1983 HENFIELD IMPORTERS LTD. NY, NY

B-4c

Hennessy

The civilized way
to top off the evening

The world's most civilized spirit

Imported by J. & W. Schell & Co., New York, NY. 80 Proof. © 1983

B-4d

Hennessy

the civilized way
to surrender

Imported by Schieffelin & Co., New York, NY 80 Proof © 1984

B-4e

SHOULD THE REASSURANCES OF BUYING THE RIGHT CAR COME FROM THE CAR ITSELF OR THE APPROVAL OF OTHERS?

It isn't easy to buy a Saab.

Other cars offer the reassurance of status. Or the security of practicality. Or the image of performance.

The reassurances that come from buying a Saab, on the other hand, come mainly from the car itself, as perceived by the buyer.

The right car should tell you about itself.

If you view a twisty road as a challenge, a Saab will stimulate you with the poise of its front-wheel-drive traction and the grip of its 15" Pirelli radials.

If, on the other hand, you view the same road as a potential hazard, a Saab will calm you for precisely the same reasons.

The Saab fuel-injected, two-liter engine accelerates in a manner that puts many alleged symbols of performance to shame.

The Saab APC Turbo engine leaves some of them positively mortified.

Its seats will help keep you alert and untired after hours of driving. Its controls are laid out to keep you well-informed about your Saab's relationship to driving conditions.

A Saab's structure will communicate its integrity to you over every jounce and pothole in the road.

A Saab communicates all these things to you without shouting to the world that it is a performance car or a luxury car of eminent practicality.

The right people will tell you about a Saab.

There has always been a hard core of Saab followers who've appreciated Saab's unique design philosophies.

But today there are a lot more people in it.

One reason for this growing acceptance might be that in the 27 years since the first Saabs pulled themselves onto American shores with front-wheel drive, just about every other carmaker has followed suit with front-wheel-drive cars of their own.

It might be that Saabs don't happen to look that different anymore.

It's possible that Saab's idea of using turbocharging for maximum performance from minimal fuel has taken root in the collective psyches of the public.*

Whatever the reasons, in some circles, Saabs have become rather fashionable.

So that today, if you look for them, you will actually find other people who will approve of your purchase of a Saab.

Not that that, as you know, should ever be a reason for buying one.

SAAB

The most intelligent car ever built.



*Saab 900 5-speed APC Turbo. EPA estimated mpg, 34 estimated highway mpg. Use estimated mpg for comparison only. Mileage varies with speed, trip length and weather. Actual highway mileage will probably be less. Saabs range in price from \$11,110 for the 900 3-door, 5-speed to \$17,400 for the 900 4-door, 5 speed APC Turbo. Manufacturer's suggested retail prices. Not including taxes, license, freight, dealer charges or options.



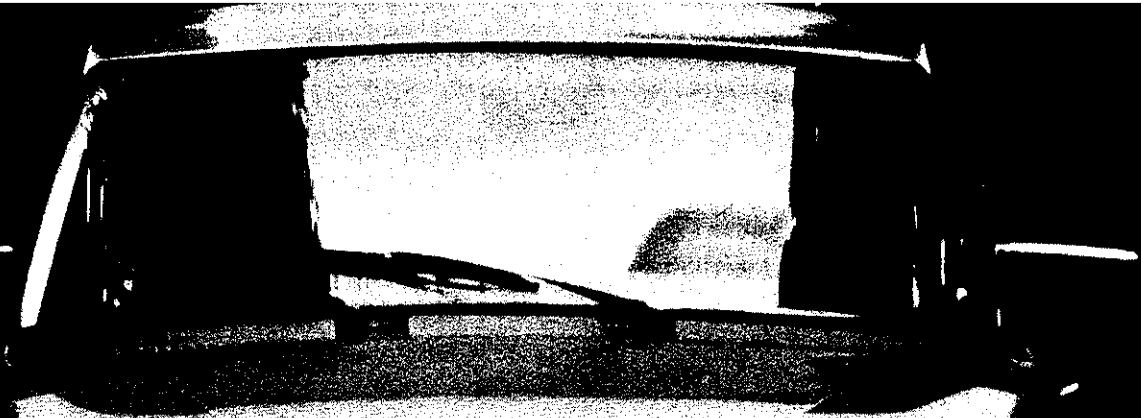
THE SAAB APC TURBO. THE MUSCLE CAR WITH A SOCIAL CONSCIENCE.

Now there is a car that will satisfy the conservationist as well as the hedonist. It's the new Saab Turbo with our unique Automatic Performance Control (APC). APC ushers in turbocharging's second generation, making the Saab Turbo run on less gas. And giving it the kind of throttle response you may recall from the when cars named for wild animals acted like their namesakes. It also gives you something you've missed in the years since the birth of OPEC. Power without remorse.

SAAB

The most intelligent car ever built.

5-speed Turbo: 19 EPA estimated mpg, 31 estimated highway mpg. Remember, use these figures for comparison only. Actual highway mileage will probably be less. Saab 900 5-speed APC Turbo: 24 EPA estimated mpg, 34 estimated highway mpg. Saabs range in price from the 900 3-door 5-speed at \$10,650 to the 900 5-door APC Turbo at \$16,860. Manufacturer's retail price. Tax, license, freight, dealer charges or optional equipment included.



SAAB

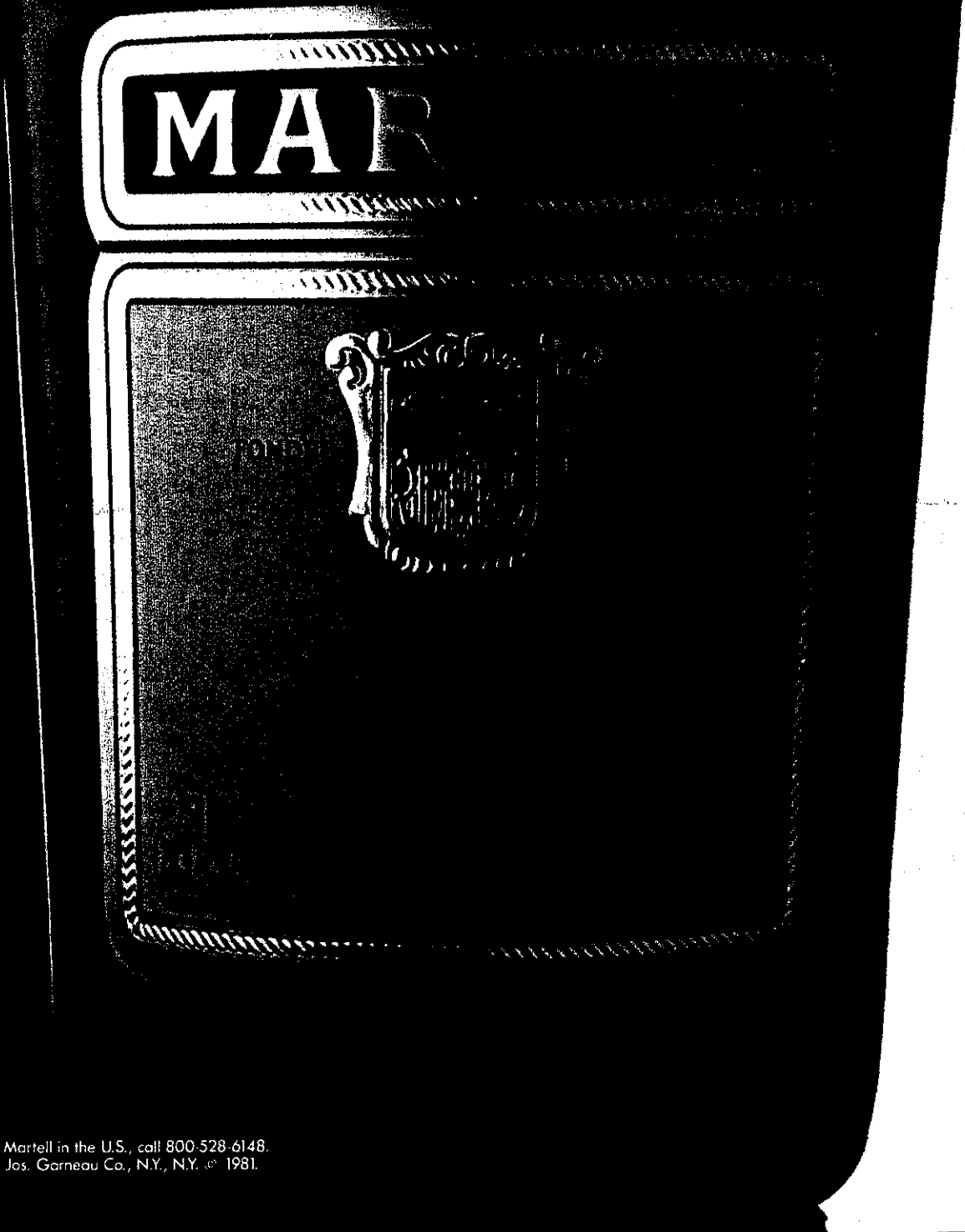
SAAB

The most intelligent car ever built.

B-4h

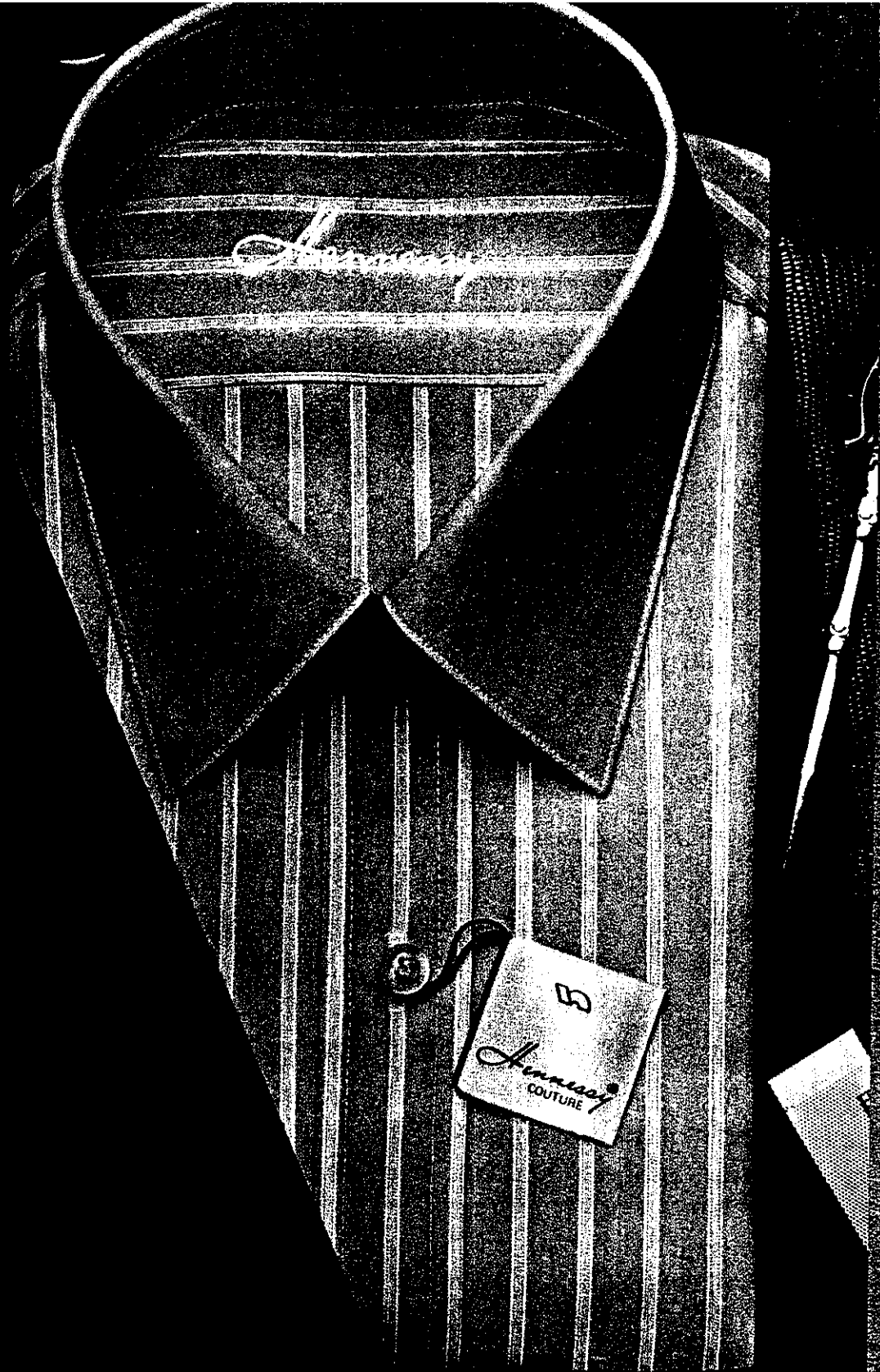
Since 1715.

One of the world's more
civilized pleasures.



To send a gift of Martell in the U.S., call 800-528-6148.
Imported by The Jos. Garneau Co., N.Y., N.Y. © 1981.

B-4i



Hennessy® Couture. Excellence in fitted shirts.

Another fashionable achievement from The Van Heusen Company.

B-41



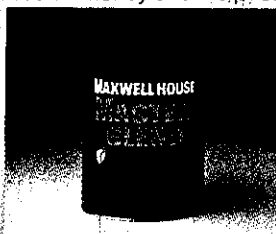
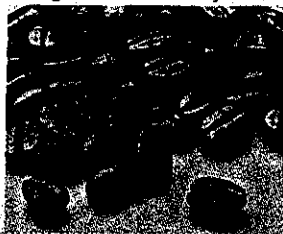
Good taste depends on what you buy, not what you spend.

You can spend a lot to get a coffee with a rich, robust taste and aroma. Or you can have the good taste to buy Master Blend®.

Without coupons or specials Master Blend can save you money every day. It tastes expensive because we start with a delicious

blend of costly beans. But our special roasting and grinding process saves us money and we pass the savings along to you.

Master Blend tastes so rich and delicious, you'd probably be willing to pay more for it. But try to get used to paying less.



Master Blend®. It only tastes expensive.

© 1982
General Foods Corporation.



There is a standard of excellence
at every Trusthouse Forte Exclusive Hotel
that is simply staggering.

Admittedly, it's an old-world standard, symbolized by the centuries old emblem of hospitality shown here.

But then, our managers are European-trained, steeped in the elegance of our great THF hotels abroad:
the Plaza Athenée in Paris, Brown's Hotel in London, the Hotel des Bergues in Geneva, the Ritz in Madrid.

You'll find our managers easy to recognize. They wear our hart on their lapels.

TRUSTHOUSE FORTE



EXCLUSIVE HOTELS



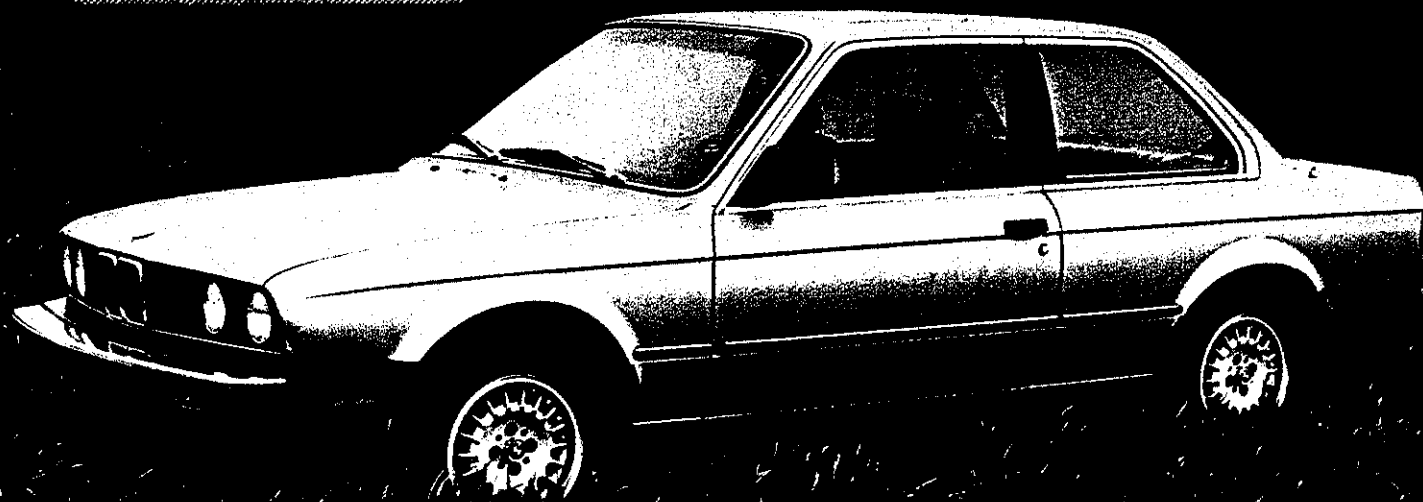
And in 1984:

The Plaza Athenée, New York.

The Iberville, New Orleans.

FOR TOLL-FREE RESERVATIONS CALL: 800-223-5672. IN CANADA, 800-268-9761.

DOES YOUR SPORTS SEDAN SYMBOLIZE INSTALLING OR ADDING TO



The attention some car manufacturers lavish on decals and racing striping would seem to indicate they're more concerned with the semblance of performance than with its substance.

In the BMW 318i, however, high performance is not dependent on adornments designed to transport you back to your childhood.

It results instead from an electronically fuel-injected engine that's the basis for those BMW race engines now powering the front runners in both Formula One and Two racing. An engine which "now stands as the best 1800cc engine around" (Motor Trend).

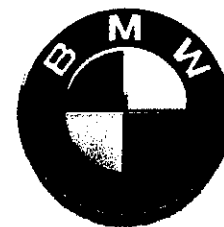
It results from a fully independent suspension that's been the recipient of three generations of refinements, as well as praise like this: "Its handling and roadholding are magnificent" (Car and Driver).

And it results from an interior that's ergonomically engineered to keep the driver informed and alert. The instrumentation includes a fuel economy gauge and a Service Interval Indicator that actually evaluates how the car has been driven and calculates when routine service is due.

What's more, as a BMW matures, its performance on the road traditionally engenders substantial performance off the road. The NADA Used

Car Guide shows that 3-Series resale values have continually ranked among the highest in their class.

We invite you to visit your nearby BMW dealer for a test drive of the 318i. You'll find it's one of the few remaining ways a grown-up can be prudent and self-indulgent at the same time.

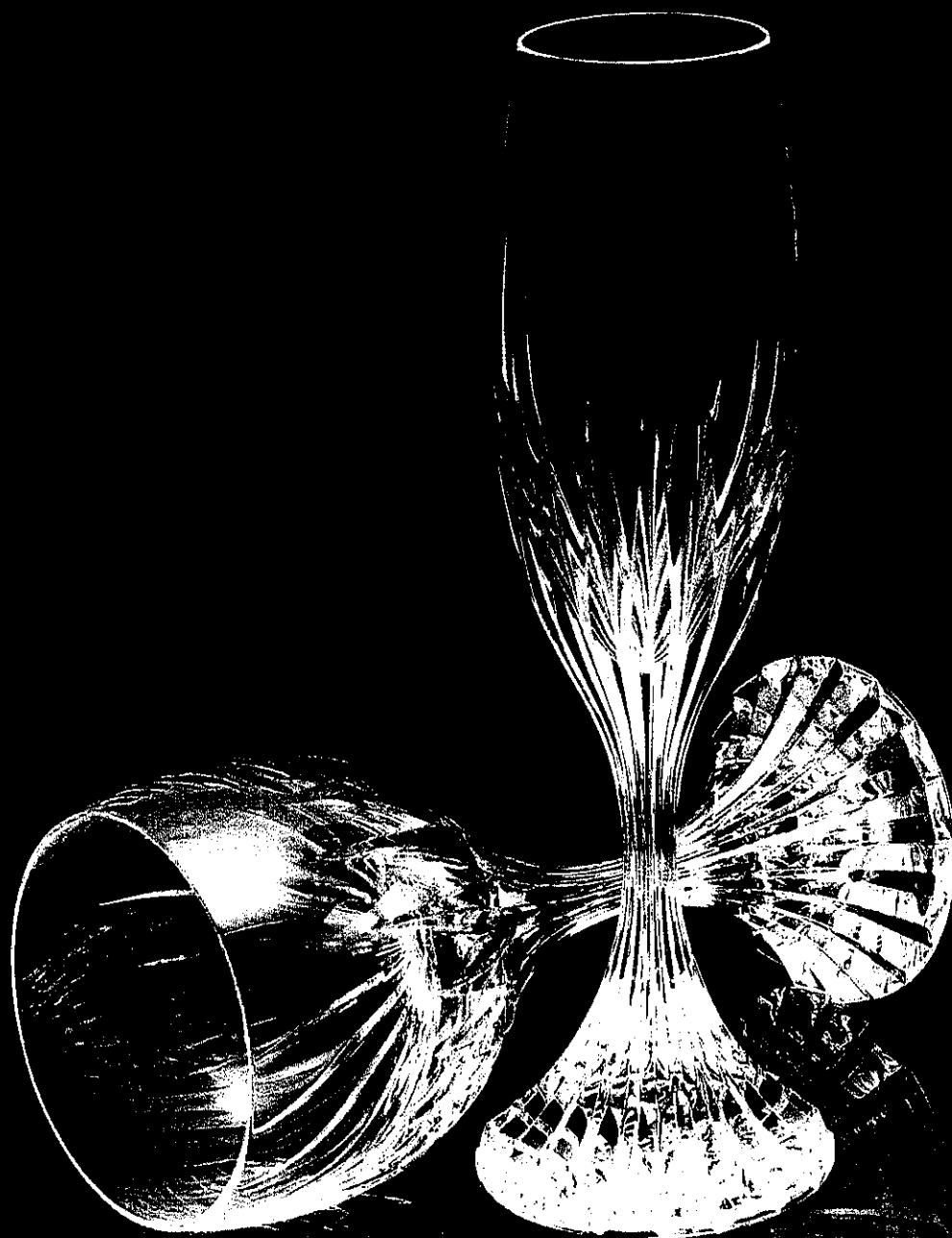


THE ULTIMATE DRIVING MACHINE.

©1983 BMW of North America, Inc. The BMW trademark and logo are registered. European Delivery can be arranged through your authorized U.S. BMW dealer.

B - Group 5: These ads say nothing or as little as possible about the product advertised. The message is that the product is so sophisticated and well established that nothing needs to be said.

Baccarat. Why say more?



At selected stores and **BACCARAT** 55 E. 57 St. N.Y.C.

THERE ARE MEN WHO KNOW.



N°5
CHANEL
PARIS

B - Group 6: These ads all depict imported products, sometimes using a foreign language (especially French). Anything imported is considered sophisticated in America.

D



© S.T. Dupont 1982

La Plume Ultime d' S.T. Dupont

ORFÈVRES À PARIS

S.T. Dupont perfects the art of fine writing with an extraordinary new fountain pen: La Plume Ultime. The precisely engineered capillary tube, exclusive to S.T. Dupont, provides consistent ink flow. The flexible 18 karat gold nib assures letter perfect performance. Designed for writing ease, the barrel forms a sleek cylinder and the cap snaps crisply on the end of the pen when in use. Contemporary in form, flawless in function. Masterfully finished in hand-applied natural Chinese lacquer, the newest member of the S.T. Dupont collection of fine writing instruments is a true writing masterpiece.

B-6a



OPIUM

pour celles qui adorent Yves Saint Laurent.

Parfums
YVES SAINT LAURENT

BALLY OF SWITZERLAND



The difference between dressed, and well dressed.™

Shoes

Handbags

Small Leather Goods

Accessories

Bally of Switzerland Shops for Women; B. Altman & Co., New York; Carson Pirie Scott, Downtown and Eden Center; Jacobson's of Florida; K. Barchetti Shops, Pittsburgh.

For free brochure write: Heather, One Bally Place, New Rochelle, New York, 10801.

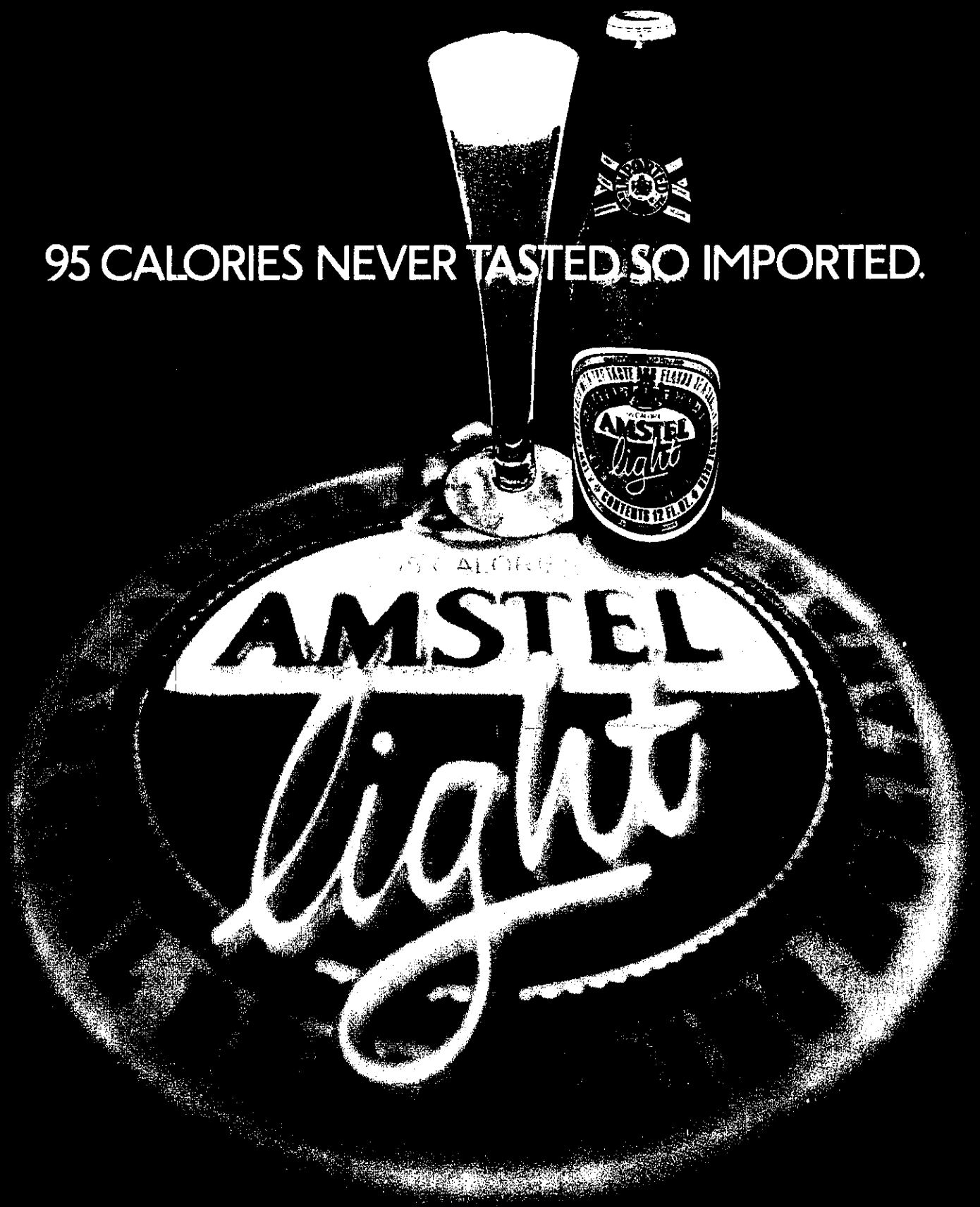


Own a bottle.

It's worth the price
to have at least one thing in your life
that's absolutely perfect.
Tanqueray Gin, a singular experience.

100% NATURAL SPIRITS, 94.6 PROOF, IMPORTED BY COMFEST IMPORTERS, LTD., N.Y. N.Y. © 1982

95 CALORIES NEVER TASTED SO IMPORTED.



Van Munching & Co., Inc., New York, N.Y. Exclusive importers of Amstel Light



**COOL IT
WITH YOUR KIND
OF TASTE.**

THE UNCOMMON IMPORT
DOS EQUIS

SKI/April 1984/23

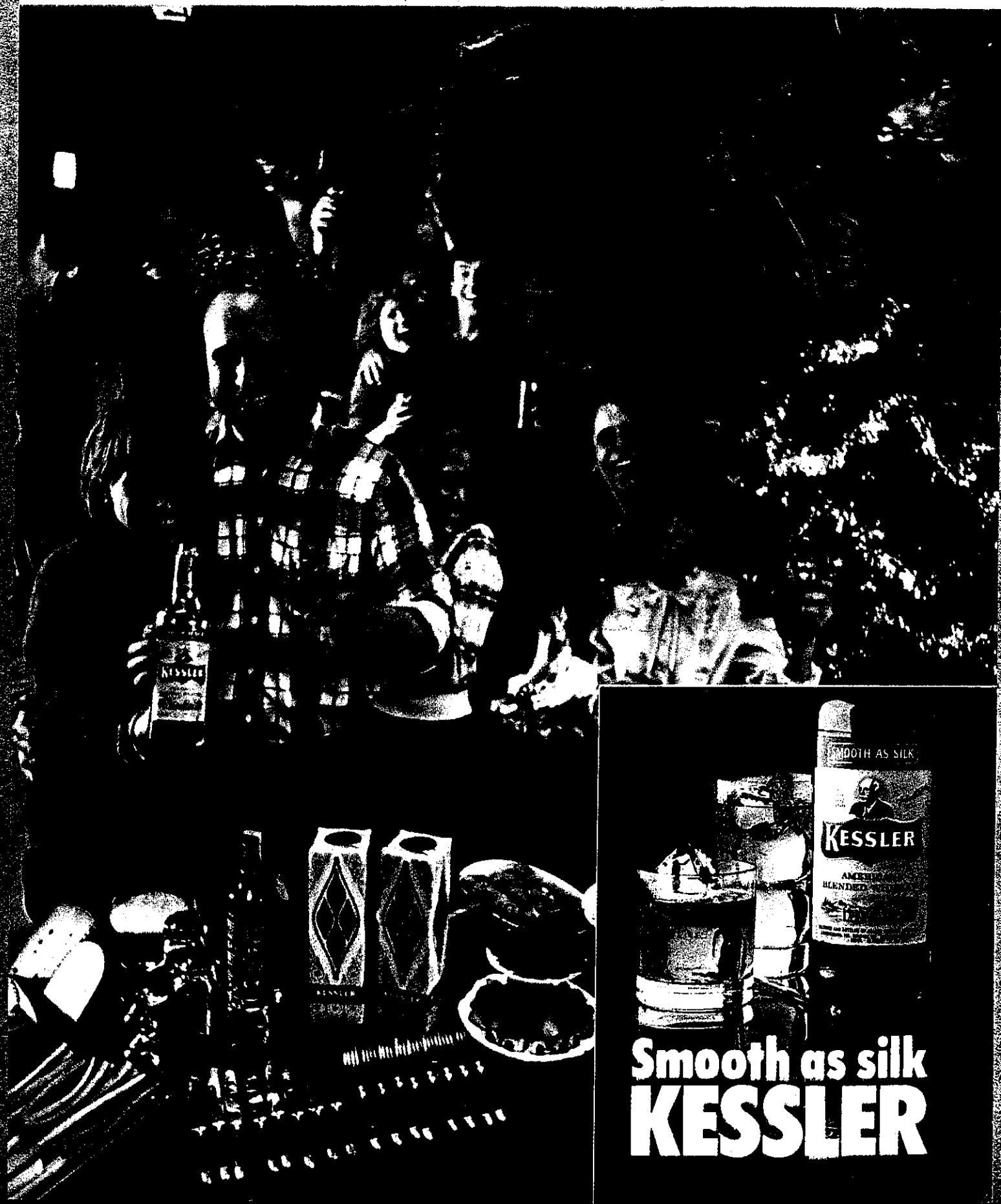
B-6t

C. SOCIABILITY IN ADVERTISING

C - Group 1: These ads depict people having a great time at parties. Being popular, being with the right crowd, getting invited to the right parties is linked to purchasing the product shown.

Earning a buck is hard. Enjoying it shouldn't be.

Whether giving or sharing, Kessler should be there...as part of the Holidays. Because Kessler's a smooth, easy whiskey—as smooth as silk. For Holiday giving, Kessler's a smooth, easy whiskey on the pocketbook. That's easy to take, too.



**Smooth as silk
KESSLER**

"I padded across the rooftops wearing the night like a magician's black cape. And there they were. Sharing the moment, sharing each other, sharing Dubonnet. The Dubonnet Rouge, they took on the rocks with a twist and a splash. The Dubonnet Blanc, as a spritzer with soda. Dubonnet. Lighter than a cocktail, more interesting than wine. At least something is going right tonight."



Dubonnet
Share
the moment.

Dubonnet Aperitif Wine • Product of U.S.A. • © 1982 Schenley Imports Co., N.Y., N.Y.



The background of the advertisement is a grainy, high-contrast black and white photograph of a group of people in formal attire, possibly at a party or event. In the foreground, a pack of Players Kings cigarettes is prominently displayed, angled towards the right. The pack is dark with gold and white text and a crest. The overall aesthetic is that of a vintage print advertisement.

Low Tar Players.

Regular and Menthol
Kings and 100's

Kings: 12 mg "tar," 1.0 mg nicotine—100's: 14 mg "tar,"
1.1 mg nicotine av. per cigarette, by FTC method.

**Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.**

Philip Morris Inc. 1983

C-10



PLAYERS GO PLACES

Low Tar Players.

Regular and Menthol
Kings and 100's



Kings: 12 mg "tar," 1.0 mg nicotine—100's: 14 mg "tar,"
1.1 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1984



Low Tar Players.

Regular and Menthol
Kings and 100s

Kings: 10 mg. "tar," 1.0 mg. nicotine av. per cigarette.
100s: 14 mg. "tar,"
1.0 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Philip Morris Inc. 1984

C - Group 2: These ads show people going to interesting places and doing interesting things. Being at the right place at the right time is associated with the product advertised.

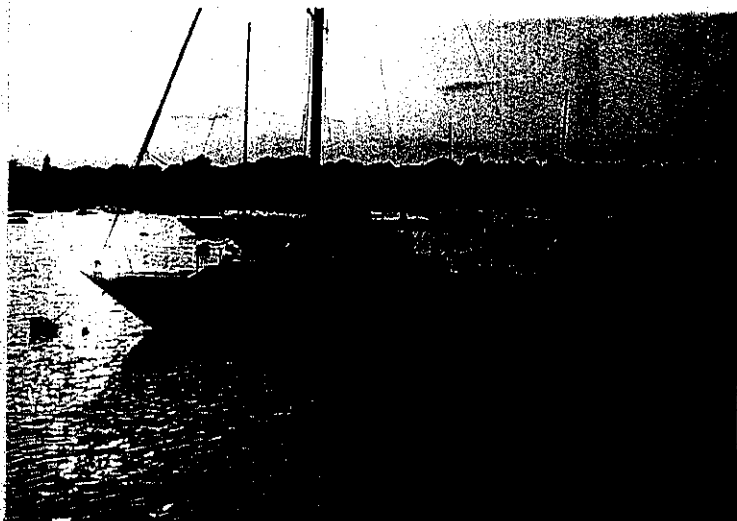
You belong where the Beefeater® is.



BEEFEATER® GIN. The Crown Jewel of England.™

Rum and tonic. It's what's happening.

All across America, people are switching to Puerto Rican white rum because it's smoother than vodka or gin.



For "Jazz" skipper John Fisher, there's no better sailing than breezy Marblehead. And no better way to celebrate sailing than with a Puerto Rican white rum and tonic. Crew member Grace Rowe obviously agrees.



Above Seattle's Lake Washington, architect Ray Merriweather and wife Barbara enjoy rum and tonic.



As La Quinta Hotel's Tennis Club pro, Charlie Pasarell is right at home. So is white rum.



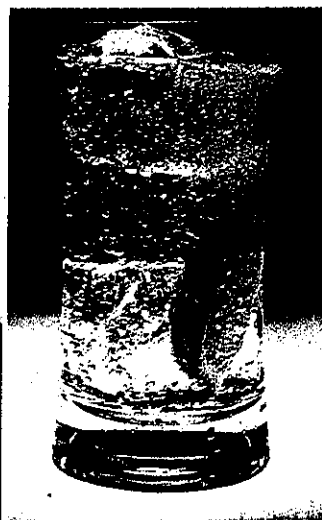
At Santa Fe's truly enchanting Rancho Encantado, equestrians Ronni Egan and Leslie Hammel clear the dust of a hot trail with a cool Puerto Rican white rum and tonic. That's Lori Peterson tending the horses.



Santurce, Puerto Rico, residents Manny and Nora Casiano publish "Caribbean Business". Their drink... rum and tonic.



On the greens of this exquisite Seattle estate, croquet is the order of the day. While Dave and Danita Herbig wait for winners they enjoy another "order of the day"... Puerto Rican white rum and tonic.



Puerto Rican white rum has a smoothness vodka or gin can't match. Because it's aged one full year — by law.



Composer Bruce Gilman and wife Nancy, a gourmet caterer, enjoy a warm New England afternoon and a cool white rum and tonic.

RUMS OF PUERTO RICO

Aged for smoothness and taste.

For free "Light Rums of Puerto Rico" recipes, write Rums of Puerto Rico, Dept. NW-20.1290 Avenue of the Americas, N.Y., NY 10104 ©1984 Government of Puerto Rico

C - Group 3: These ads show men and women together having fun. Popularity with the opposite sex is connected to purchasing the product advertised.

You've got what it takes.

Salem Spirit

*Save the spirit.
The new refreshment.*

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

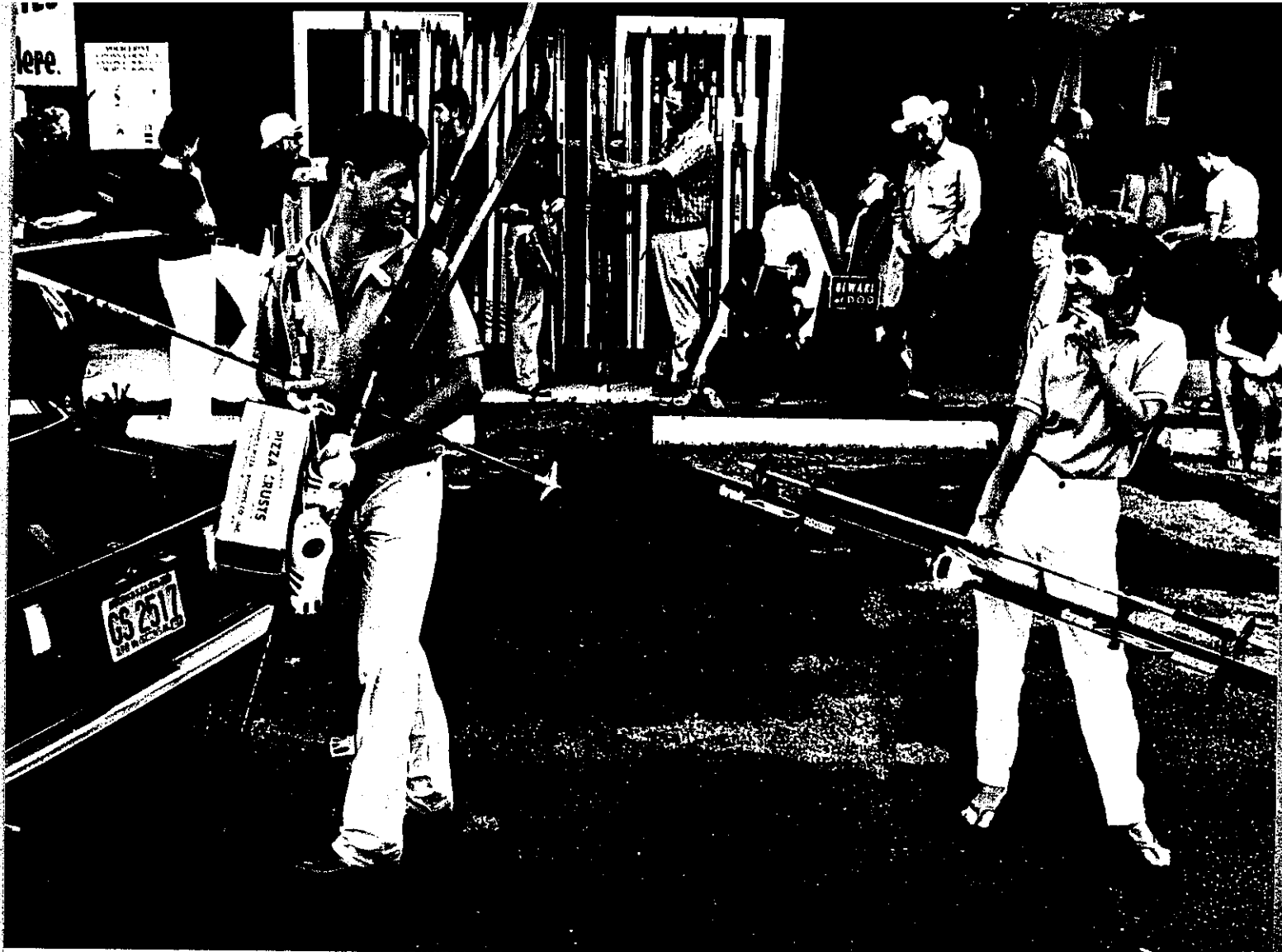
SMOOTH

Menthol Fresh

Salem

Menthol Fresh

Salem
LIGHTS



\$17,000 LATER, HE'S \$5.95 SHORT

HERE'S THE HOOKER

After spending \$17,000.00 on his car, clothes and ski package, a simple little ski and pole clip is keeping the young man from looking good.

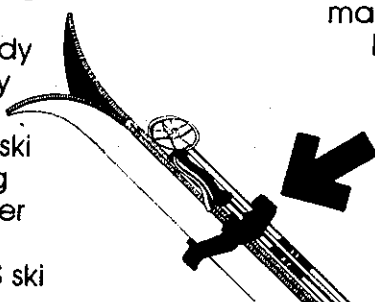
Take note of the young lady in the foreground. She wisely budgeted her money to include the \$5.95 HOOKERS ski and pole clips. She's looking good and also protecting her new skis and poles.

For \$5.95 a pair, HOOKERS ski and pole clips are a wise investment and make great gifts for the whole family.

HOOKERS hold skis and poles

In a neat little package for ease of transportation and storage.

AND HERE'S THE HOOKER made of Dupont Delrin® to last a lifetime. Guaranteed not to break under normal use.



PATENTED
USA - CANADA - JAPAN

S.D. HOOKER CO., LTD.

Milwaukee, Wisconsin

S.D. HOOKER CO. LTD.

12619 North Yvonne Drive
Mequon, WI 53092

Please send me _____ set(s) of HOOKERS

1 set - \$5.95 • 2-5 sets - \$5.45 each
6 or more sets - \$5.25 each

Name _____

Address _____

City _____

State _____ Zip _____

☐ Check for _____ is enclosed

☐ MASTERCARGE

☐ VISA

Write your credit card number below

Exp. Date _____

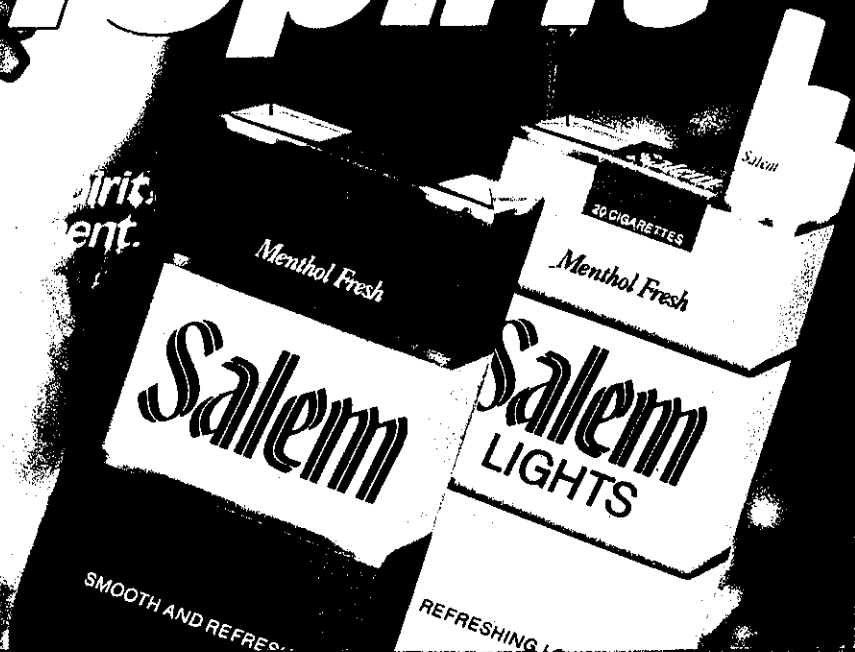
Signature _____

If you are not completely satisfied you may return the HOOKERS in 10 days for full refund.

You've got what it takes.
Salem Spirit

Share the Spirit.
Share the Moment.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.





**Seagram's Seven
gets things stirring.**

The sun's beating down and the fun's heating up. The perfect time to stir up the cool, refreshing taste of Seagram's 7 and Coke®. Icy. Delicious. And enjoyed in moderation, the ideal way to beat the heat.

© 1984. SEAGRAM DISTILLERS CO., N.Y., N.Y. AMERICAN WHISKEY-A BLEND. 80 PROOF. "Coca-Cola" and "Coke" are registered trademarks of The Coca-Cola Company.

D. UPWARD MOBILITY IN ADVERTISING

D - Group 1: These ads use language and images connected with the American Dream to move upward economically in life. The product advertised is presented as being a symbol of upward mobility.



Upward Mobility. 1984 Thunderbird.

Success. It's a look, a feeling, a certain attitude. It's understated, yet unmistakably assured. It's essential to your manner, to the way you conduct business and to the car you drive: 1984 Thunderbird.

On the road, Thunderbird excels. Interiors are functional and tasteful. Outside, smooth good looks serve a serious purpose: to improve the way the car drives. From a standard 3.8 liter V-6 engine, gas-filled shocks and rack and pinion steering to the turbo-charged precision of Thunderbird Turbo Coupe, you'll experience the quiet power and confident performance that is Thunderbird.

Thunderbird for 1984. Subtle, yet unmistakably assured.

Best-Built American Cars.

When we say "Quality is Job 1," we're talking about more than a commitment. We're talking about results. A recent survey concluded Ford makes the best-built American cars. The survey measured owner-reported problems during the first three months of ownership of 1983 cars designed and built in the U.S. And that commitment continues in 1984.

Have you driven a Ford...
lately?



Get it together—Buckle up.

UPWARD SNOWBILITY.



1983 Ford Bronco is conquering the mountains with more torque than any 6-cylinder 4-wheel drive.

It's just one reason Bronco is the No. 1 seller in its class. Inside, there's room and comfort for six with optional twin bench seats. Or go with standard bucket seats up front. Even underneath, Bronco's up on the competition. It's the only full-size, American-built sport utility with independent front suspension. Tough Ford Bronco. It's a beautiful way to go!

Get it together — Buckle up.

Based on R.L. Polk & Co. calendar year registrations as of May, 1982.

Optional Captain's Chairs shown

27 EST
HWY

18

EPA
EST
MPG

4.9L Six and
optional over-
drive. Use for

comparison. Your mileage may differ depending on speed, distance and weather. Actual highway mileage lower. California ratings may be less. See your Ford Dealer for the 1983 EPA Gas Mileage Guide.

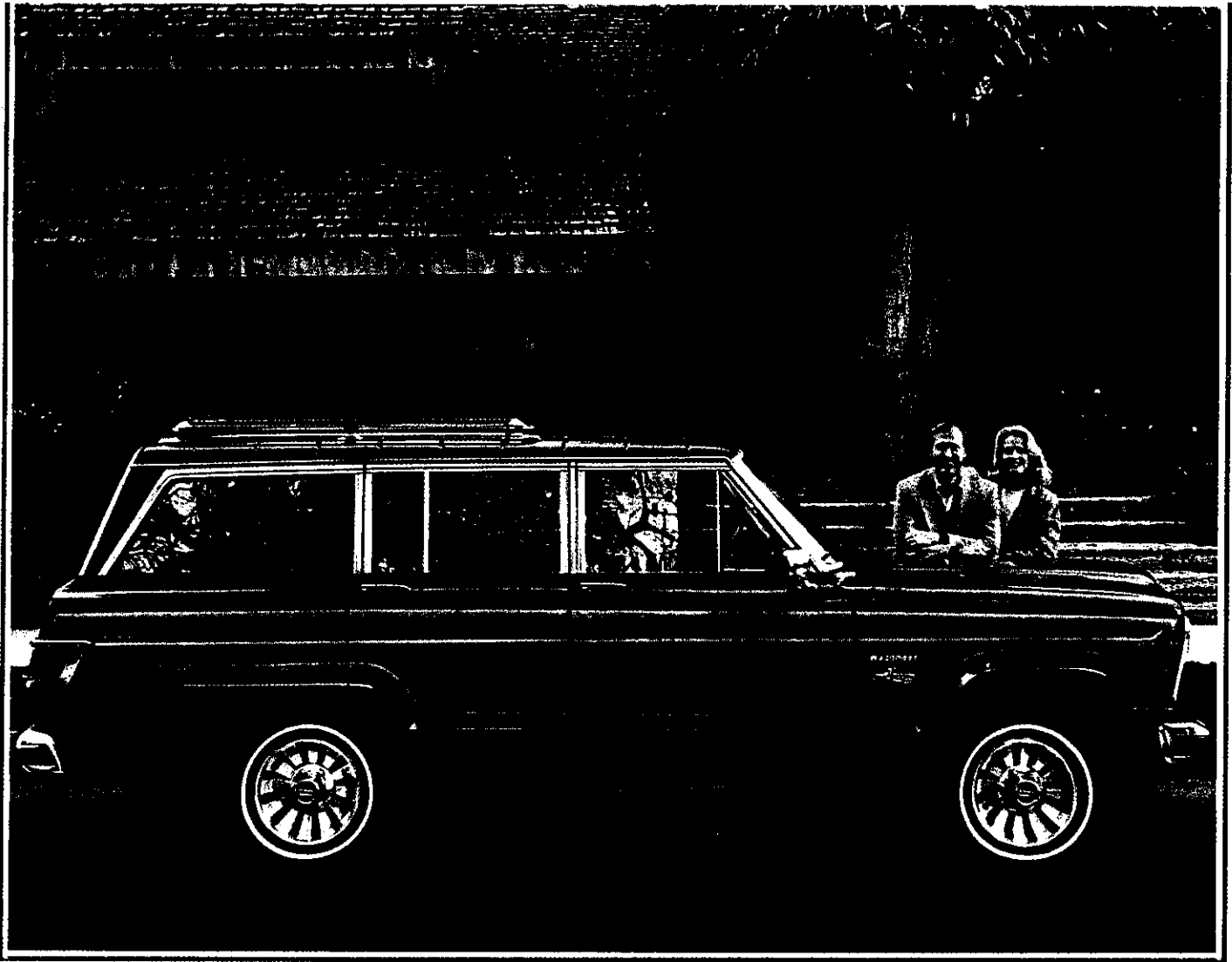
FORD BRONCO

FORD DIVISION



AMERICA'S TRUCK

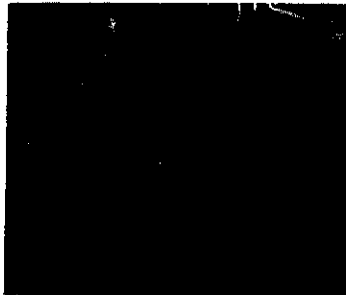
**TOUGH
FORD
BRONCO**



Why drive an ordinary wagon when you can drive the Ultimate Wagon?

Any similarity between the Jeep Wagoneer and a conventional two-wheel drive station wagon is purely coincidental.

Because no conventional full-size wagon gives you the



Wagoneer's four-wheel drive traction and security, together with Wagoneer's two-wheel drive economy... better EPA estimated MPG than any full-size two-wheel drive wagon:

Add to that the comfort and luxury you'd expect to find only in the plushest automobiles, and it's hard to call Wagoneer anything but *beautiful*.

Introducing Selec-Trac.

Now Wagoneer offers even more convenience: two-wheel drive or full-time four-wheel

drive at your fingertips. No wheel hubs to adjust. And no need to leave the driver's seat. Just flick the dash-mounted Selec-Trac switch, and you're on your way.

Two-wheel drive for improved fuel economy. Four-wheel drive for sure traction in rain, sleet or snow, either on-road or off-road... even at faster highway speeds.

So why drive a conventional wagon when you can drive the Ultimate Wagon. Jeep Wagoneer Limited.

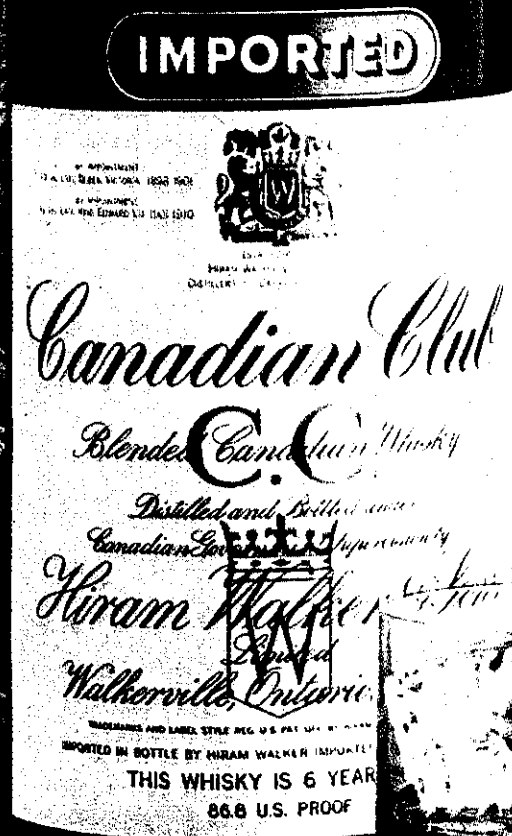


Jeep Wagoneer Limited. The Ultimate Wagon. 

AT AMERICAN MOTORS

*Use these figures for comparison. Your results may differ due to driving speed, weather conditions and trip length. Actual highway mileage lower. Jeep Corporation, a subsidiary of American Motors Corporation.

You're not just moving in,
you're moving up.



Canadian Club
"The Best In The House"®

6 Years Old. Imported in Bottle from Canada by Hiram Walker Importers Inc., Detroit, Mich. 86.8 Proof. Blended Canadian Whisky. © 1982



**"We used to drink ordinary rum.
Then we graduated to the flavor of
Myers's Jamaican Rums."**

"We've all grown to appreciate the finer things in life. And Myers's Jamaican Rums are three of them. Each possesses flavor that is rich, smooth, distinctively dry and appreciably different from ordinary rum. Because Myers's takes the time to make it that way — using the same high standards they set in 1879. So if you're ready to move up in life, maybe it's time you graduated to the flavor of Myers's Jamaican Rums."

IN JAMAICA...
MYERS'S MAKES RUM.
THE MYERS'S COLLECTION
OF JAMAICAN RUMS.



MYERS'S RUMS ARE PRODUCED, IMPORTED AND BOTTLED BY THE FRED L. MYERS & SON CO. BALTIMORE, MD.

Pall Mall A Step Ahead

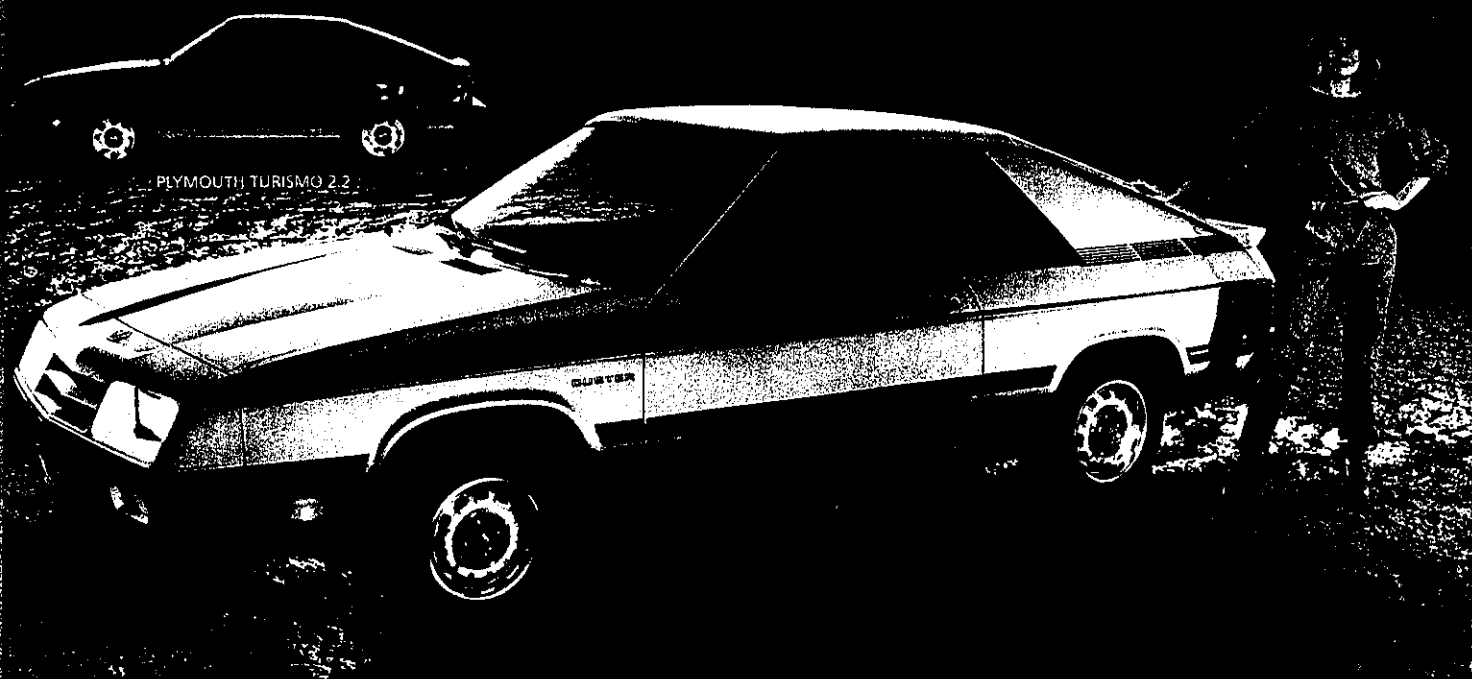
Step up in taste,
step down in tar



9 mg. tar
0.8 mg. nic.

9 mg. "tar", 0.8 mg. nicotine av. per cigarette, FTC Report Mar. '84.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



Leave it all behind for \$6591.* New Plymouth Turismo Duster.

Life is fun again.

You take control! You're feeling good. You're driving a 1984 Turismo Duster by Plymouth. And you bought it for hundreds of dollars less than a Camaro, Firebird or Mustang.** You have front-wheel drive, rack and pinion steering, special interior trim, rallye road wheels, rear-deck spoiler, reclining highback bucket seats and excellent mileage: 49 est. highway [34] EPA est. MPG.† Match it!

Shifty or shiftless. It's your option. Match it, anyone!

You had a choice of two special Transmission Packages. Five-speed or automatic for an incredibly special price that included AM/FM



stereo, 2.2 liter engine, center console, dual remote mirrors and more. Match it!

Plymouth: Best built, best backed American cars. Match it!

Plymouth has the lowest percentage of safety recalls according to National Highway Traffic Safety

Administration data for 1982 and 1983 cars designed and built in North America. Plymouth has so much confidence in the quality of Turismo Duster they back it with a 5-year or 50,000-mile Protection Plan on the engine, powertrain and against outerbody rust-through.†† Don't bother, you can't match it! Every time you climb into your Turismo Duster, you know you've left it all behind. Buckle up for safety.

Plymouth Turismo 2.2. \$7280*

Step up, move out: 0-50 in 5.7 seconds.° 2.2 liter engine, five-speed stick, sport suspension and more.

5/50 Plymouth Turismo Duster. Match it! (If you can.)

*Sticker price excluding title, taxes & destination charges. **Based on comparison of MSRP. †Use EPA est. MPG for comparison. Mileage may vary depending on speed, trip length & weather. Hwy. & Calif. ests. lower. ††A comparison of manufacturers' warranties for 1984 American models. 5 years/50,000 miles, whichever comes first. Limited warranty. Deductible applies. Excludes leases. See dealer for details. °Tests by NHRA using std. equipped competitive cars.

E. SUCCESS IN ADVERTISING

E - Group 1: These ads depict our cultural symbol of success: the corporate executive. He has climbed the long corporate ladder to success and he's finally made it. His personality, appearance, clothes, actions and position in relation to others all point to his superior status in life.



Today's business world is a jungle. To survive, you've got to be strong. You've got to be tough. That's why smart business people travel with the Samsonite Accord® Attache. The Accord features a strong, yet lightweight frame, tough molded

shell, sleek comfortable handle, and a durable three-wheel combination lock that opens only when right side up. Sure the business world is tough. But Samsonite's attaches are even tougher.

Samsonite®

"Of course I'm sure, I read it in Business Week."

The decisions of top management may be guided by intuition and imagination.

But they must be based on timely and accurate information.

That's why Business Week is read so thoroughly and respected so highly by upper echelon executives all over the world.

Business Week has more full-time editors than any other business magazine.

Specialists in Finance. Economics. Marketing. Management. Technology. And more.

They do not merely report the facts. They analyze them. And provide a context of meaning that is unparalleled.

An environment like this adds importance and impact to your product, service, or corporate message.

That's the reason our advertisers have as much confidence in Business Week as our readers.

BusinessWeek
THE VOICE OF AUTHORITY



WHEN AMERICAN BUSINESS HITS THE ROAD,
AMERICAN BUSINESS DECIDES ON HILTON.

HILTON

AMERICA'S BUSINESS ADDRESS



When you're out to be a lion, you don't get there by pussyfooting around.

To stay on top of over \$17 billion in assets—and to handle the needs of the world's most information-intensive territory—you'd better be a lion. And you'd better move fast.

So NYNEX has managers who are sharp and aggressive. People who know what the pitfalls are. And how to avoid them.

They've streamlined policy-making so that major decisions can be made within hours. Employees are encouraged to excel by an incentive program that makes it pay to innovate. It also digs out new talent. And makes NYNEX a place where talent wants to be. That's no accident. That's how you keep what you've got.

To keep it growing, NYNEX constantly stalks new business ventures. But only

in communications and related fields. That means no turkey ranches, no tree farms. Just shrewd opportunities where our expertise gives us the edge.

NYNEX is the parent company of New York Telephone and New England Telephone plus other subsidiaries that offer mobile services, directory publishing and business communications equipment. Proof it's got a foot in the future.

In short, NYNEX is a company that intends to succeed. And keep on succeeding.

Team New York aggressiveness with New England tenacity and that's the kind of tough-minded attitude you get.

Interested? For information and a copy of our new Profile, write Tony Parra, Director of Investor Relations, NYNEX Corporation, P.O. Box 2945, New York, New York 10185.

NYNEX

Tough demands breed tough minds.

© NYNEX Corporation 1984



"Sheraton.
you've got taste."

And the more you travel for business or pleasure,
the more you'll appreciate the good things that
happen when you call this number:

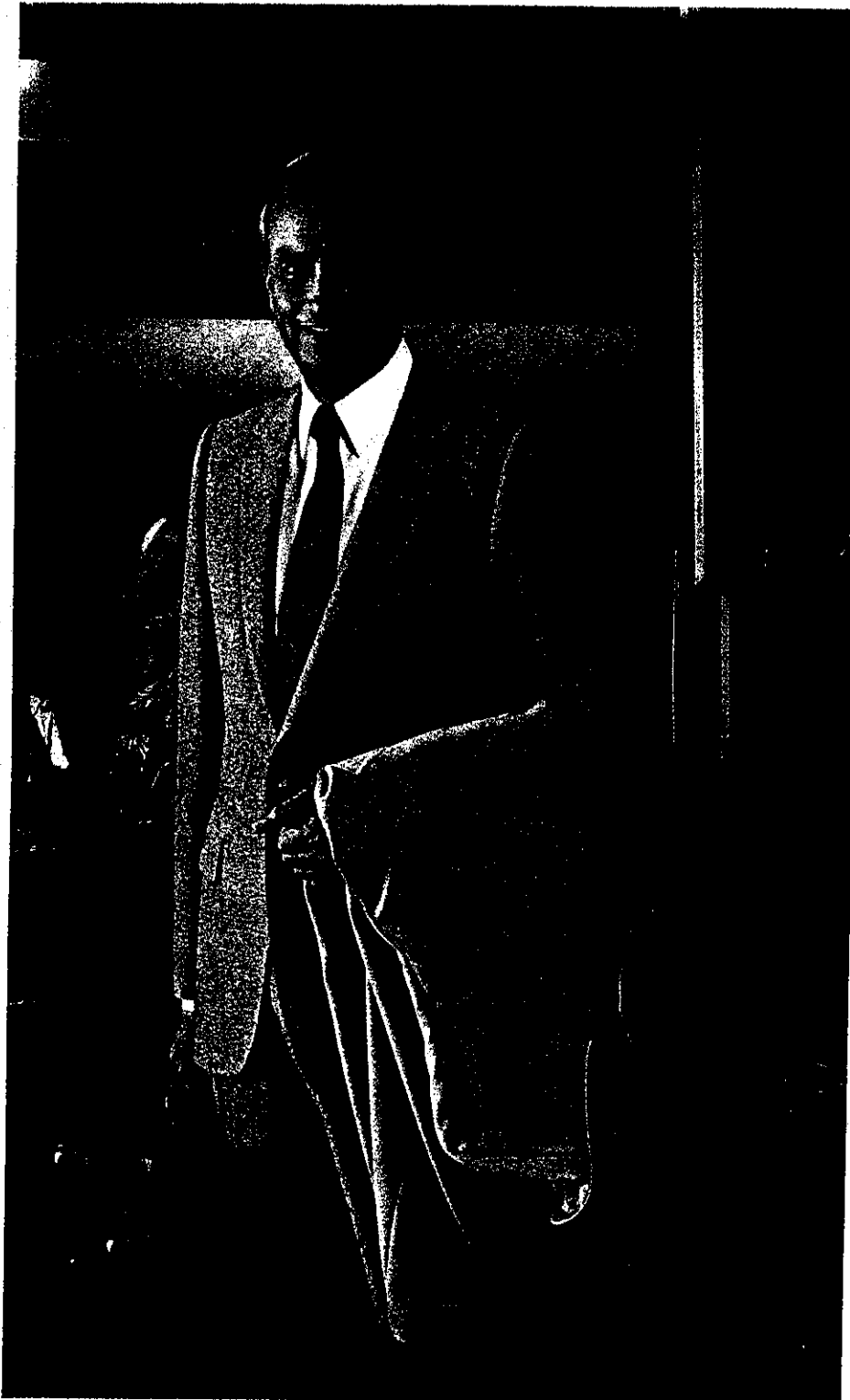
800-325-3535

OR CALL YOUR TRAVEL AGENT


Sheraton
HOTELS & INNS, WORLDWIDE

**"I have to make sure we do things right.
That's my name on the door."**

**—Bill Marriott, President
Marriott Corporation**



"Checking on our hotels, last year, I traveled 110,000 miles.

I visited every single Marriott Hotel—some, more than once.

I inspected more than 1,000 hotel rooms. Examined 48 ballrooms. Toured 63 kitchens.

So I know as well as you do: business trips are hard work.

That's one reason all of us at Marriott work so hard to take the hassle out of your stay.

We think that when you check in, you should be able to check in fast. And if you ask for a 6:15 wake-up call, that's when it should arrive.

It's just a question of paying attention to the details.

This attitude helps explain why Marriott has one of the highest occupancy rates in the hotel industry. And why the Mobil Travel Guide gives Marriott more 4-star ratings than any other hotel company.

That makes all of us at Marriott proud. And no one, more than me.

Because every 4 star rating goes to a hotel—with my name over the door."

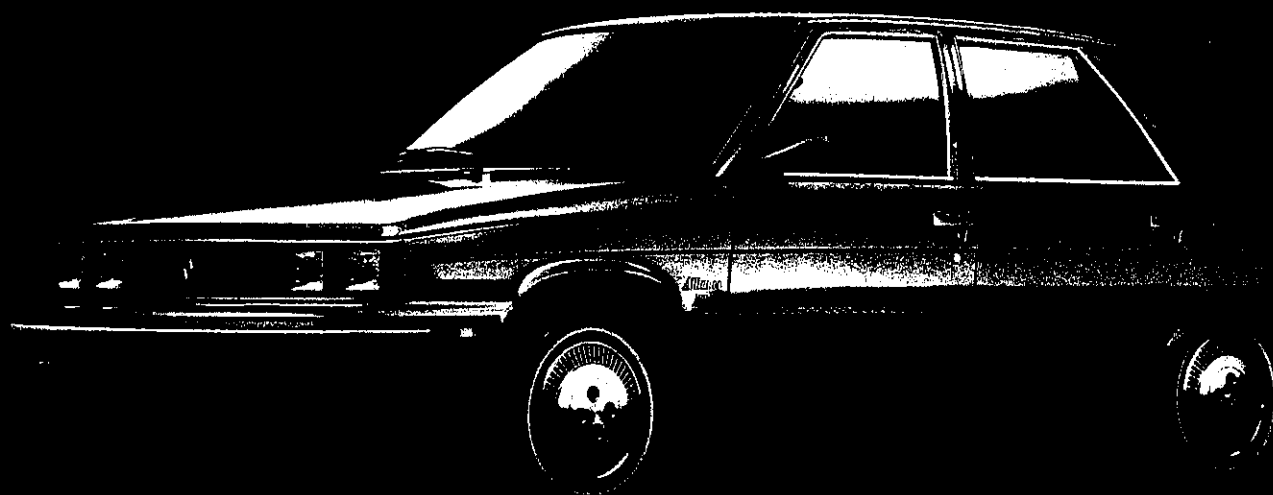
Marriott Hotels

E - Group 2: The executive lives a certain lifestyle--the executive lifestyle--symbolized by the possessions he owns. Clothes, watches, cars, credit cards and scotch are all the signs of success. (Ad E-2h shows the most common form of dress for the executive: the executive stripe suit.)

The Mercedes-Benz 300SD Turbodiesel is one of the most expensive, least extravagant corporate automobiles you can buy.

The 300 SD is \$38,000* worth of automotive enlightenment—a corporate flagship meant to stress not pomp but efficiency. Meanwhile, its retained value over the past three years has been shown to *average* 90 percent.





RENAULT ALLIANCE

in making European technology affordable. In turning pedestal seats and independent suspension into the best, most comfortable, ride ratings in its class.* A success in designing electronic fuel injection to deliver **52** EST HWY, **38** EPA EST MPG.**

Built in America. Renault Alliance. So successful in bringing it all together for **\$5,959†**, it became the best-selling new American-built car line

It was a long road from the concept stage to reality. But the achievement is clear: Renault Alliance is a success. A success

SUCCESS

launched in the 1983 model year. Take it for a ride. Like nine out of ten owners who said they would buy another,†† you're sure to make a successful decision.



Alliance 2-door

*1983 New Car Buyers Study conducted by Factline, Inc., for Newsweek. Ratings by individual car owners. **Use for comparison. Your mileage may vary with speed, trip length, weather. Actual highway and CA figures lower. †Manufacturer's suggested retail price for 2-door. Tax, license, destination charges, optional or regional equipment extra. ††Based on June 1983 Alliance Owners Poll by Popular Mechanics. Built by American Motors. ▲ Safety belts save lives.

RENAULT

THE ONE TO WATCH

"Of course I'm sure, I read it in Business Week."



In an era of rapid and relentless change no asset is more precious than a reliable source of timely information.

That's why Business Week is regarded so highly and read so thoroughly by top management all over the world.

Business Week has more full-time editors than any other business magazine.

Each specializing in an area of knowledge. National and International Money Management. The Economy. Energy. Transportation. Labor. Law. Wall Street. And more.

Business Week not only reports the facts. It also gives a comprehensive analysis of their meaning.

Providing insights, evaluating indicators, and spotting trends in every aspect of business planning and thinking.

An environment like this lends a sense of importance and credibility to your product, service, or corporate advertising.

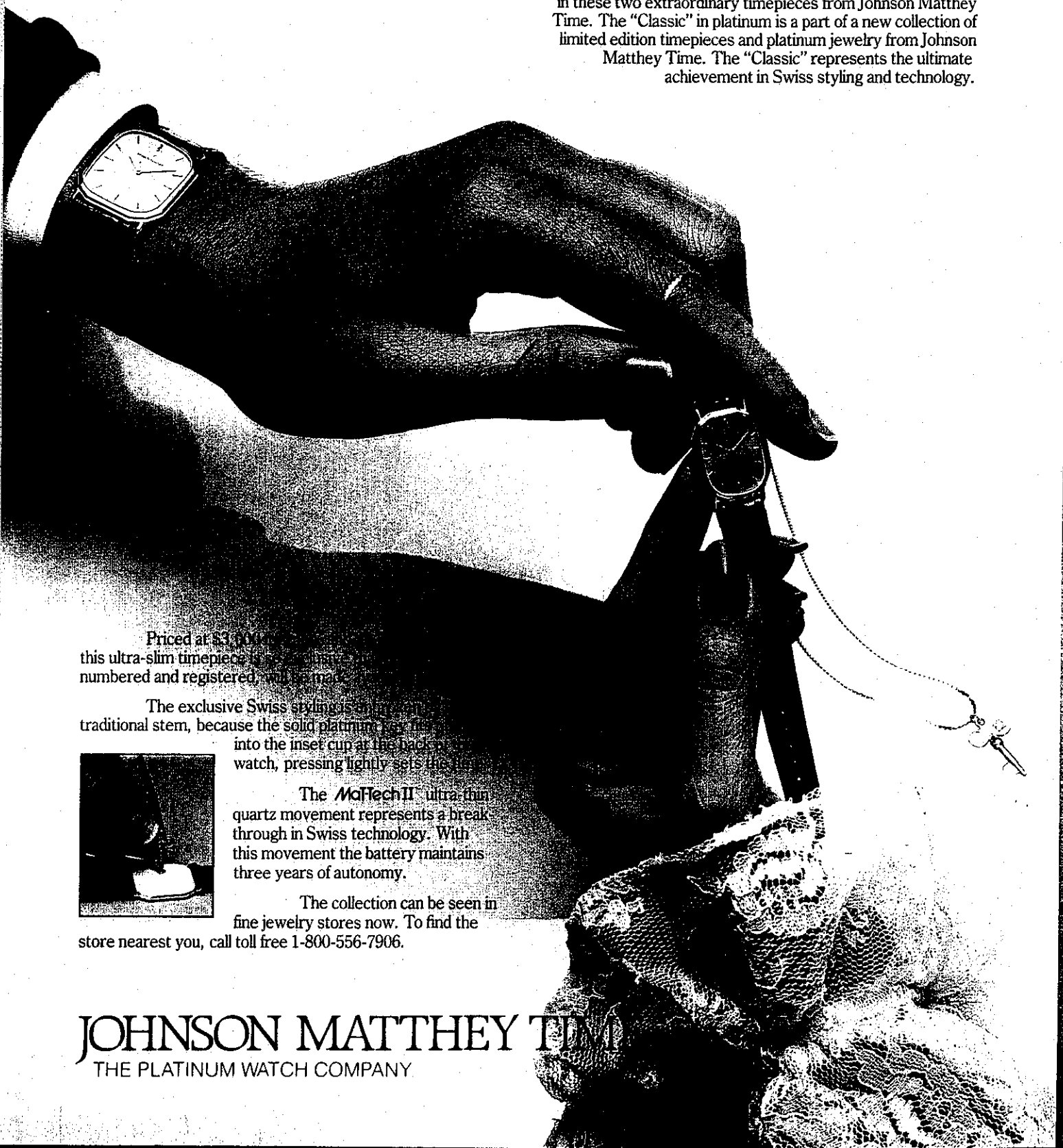
Because people don't just read Business Week.

They believe in it.

BusinessWeek
THE VOICE OF AUTHORITY

The Key of Success

The solid platinum key with diamond sets the hands in these two extraordinary timepieces from Johnson Matthey Time. The "Classic" in platinum is a part of a new collection of limited edition timepieces and platinum jewelry from Johnson Matthey Time. The "Classic" represents the ultimate achievement in Swiss styling and technology.



Priced at \$3,000, this ultra-slim timepiece is numbered and registered.

The exclusive Swiss styling is traditional stem, because the solid platinum key into the inset cup at the back of the watch, pressing lightly sets the time.



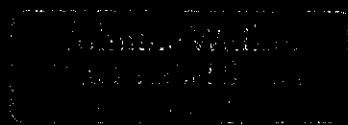
The *MaHech II* ultra-thin quartz movement represents a breakthrough in Swiss technology. With this movement the battery maintains three years of autonomy.

The collection can be seen in fine jewelry stores now. To find the store nearest you, call toll free 1-800-556-7906.

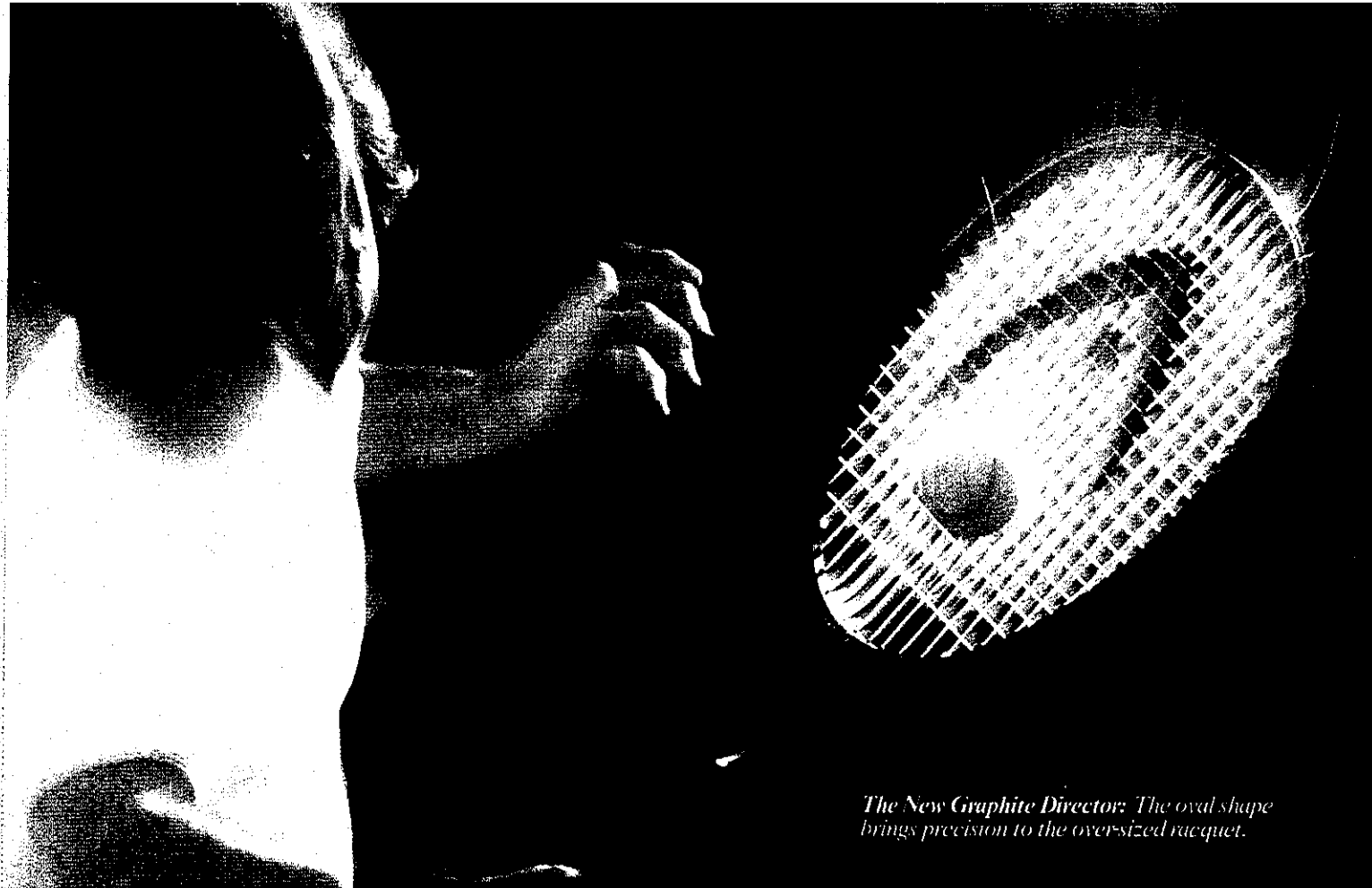
JOHNSON MATTHEY TIME
THE PLATINUM WATCH COMPANY



The Christmas bonus fit for
those who give out the Christmas bonus.



Send a gift of Johnnie Walker® Black Label anywhere in the U.S.A. Call 1-800-528-6148. Void where prohibited.
12 YEAR OLD BLENDED SCOTCH WHISKY, 86 & 8 PROOF, BOTTLED IN SCOTLAND. IMPORTED BY SOMERSET IMPORTERS, LTD., N.Y. © 1983



The New Graphite Director: The oval shape brings precision to the over-sized racquet.

THE NEW DIRECTOR. THE FIRST BIG RACQUET FOR THE SERVE AND VOLLEY GAME.

The aggressive serve and volley player has had one problem when it came to using big racquets.

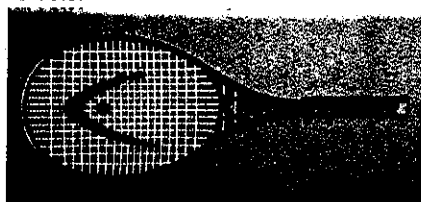
Their bigness.

You had to sacrifice placement for power. Responsiveness for range.

But Head's® engineers have changed all that.

**INTRODUCING THE
HEAD DIRECTOR.®
THE OVAL SHAPE IS THE
KEY TO OVER-SIZED
PRECISION.**

To make a better over-sized racquet, we changed the shape from round to oval.



The Director, also available in tubular aluminum.

The oval shape gives you:

- 1) more racquet head control on serves and volleys.

- 2) greater consistency on ground strokes.

- 3) shot placement with a precision that's almost uncanny.

The trampoline effect so common with big, round-headed racquets is dramatically reduced by the oval.

The aggressive serve and volley player *finally* has an over-sized racquet which channels all that power into winning shots. The Director.

Visit your Authorized Head Dealer and try a demonstrator racquet. Or write "Head Director, Box CN-5227, Princeton N.J. 08540" for a color catalog.



Head
We want you to win.



HERE'S TO OVER-ACHIEVEMENT!

The ultimate recognition from your banker. A gold MasterCard card.

E - Group 3: Power is closely associated with success.

Being successful in America means being powerful. A common symbol of power in America is the four-wheel-drive vehicle. It symbolizes power over nature, a common cultural theme in America.

JEEP® CJ.
EXCITEMENT STANDARD.
ROAD OPTIONAL.



At \$6995* there's a world of pure excitement, rugged performance and outright mobility standard in every Jeep CJ. But there's more available, too. Like optional contoured bucket seats, stereo, 5-speed gear box and a choice of engines. It makes CJ more fun than any car in history. And the "road?" Well, you can take it, or leave it.

Jeep  CJ

**IT MAY BE THE
ONLY REAL EXCITEMENT LEFT.**

Available at over 1,500 Jeep dealers.

*List price excluding taxes, title and destination charges. All other options extra.



INTRODUCING THE ALL NEW TRIM-SIZE

FORD BRONCO II



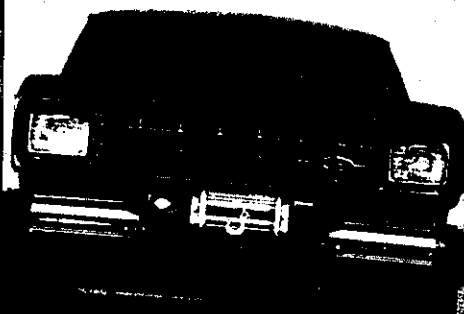
IT'S A BRAND NEW KICK!



Trim new 4-wheeler seats four, has split fold-down rear seats for extra cargo. Easy to park, fun to drive, it's a brand-new kick — on the road and off!

Built Ford tough with husky frame, Twin I-Beam Beam suspension, and an auto

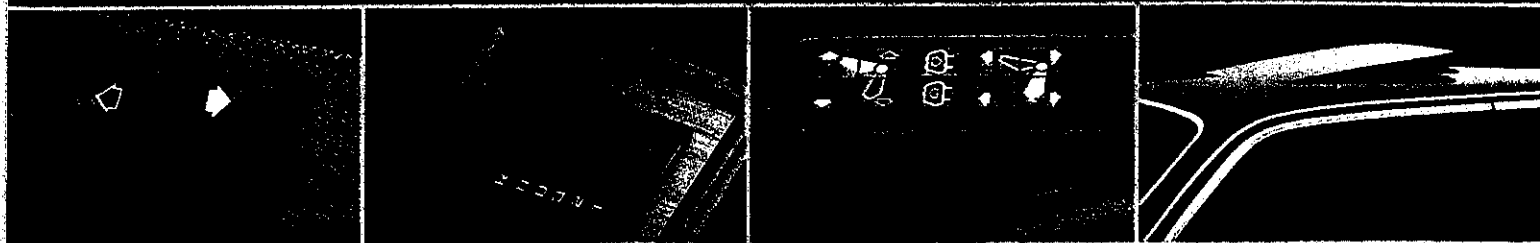
V-6 engine standard, a V-6 with power S-10 Blazer can't match. And Bronco II turns in less space than S-10. The perfect size for 4-wheeling!



F. HIGH CLASS IN ADVERTISING

F - Group 1: These ads use language and images associated with being rich, belonging to the high class in our society. The products shown in these ads appeal to an exclusive group of people.

THE LUXURY CAR FOR THOSE WHO REFUSE TO RELAX THEIR STANDARDS.



Anyone who pays \$40,000 for a luxury sedan should not be asked to do so in a spirit of forgiveness for its deficiencies.

The BMW 733i makes no such requests. And one of the world's most unforgiving production processes makes certain that none is ever needed.

That process mandates over 3 million operations for the assembly of the body alone. It controls chassis alignments to within 4/1,000ths of an inch. And it assesses the corrosion resistance of structural metals by submerging them in salt water for at least ten days.

It also endows the BMW 733i with such technological innovations as an optional four-speed auto-

matic transmission that doesn't force you to sacrifice the precision of a manual gearbox, but rather "gives the best of both worlds." (Auto Sport magazine)

But the 733i is free of compromise, even that implied by its more than 4,000 parts, none ever suffers from inattention because it's judged minor.

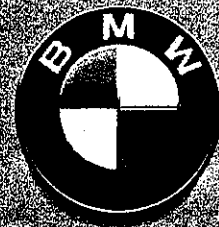
The electrically powered leather bucket seats are orthopedically molded to the contours of the spine. And because the infinite adjustability of being uncomfortable is all but an anatomical impossibility,

human anatomy even dictates the design of the buttons that operate the power windows and the two-position electric sunroof.

They are precisely shaped to fit the natural curvature of the fingertip.

The 733i, in short, is an automobile in which nothing has been left to chance, in which luxury is the result of—rather than a substitute for—genuinely superior design and craftsmanship.

Providing something life commonly denies the perfectionist: Vindication, instead of disappointment.



THE ULTIMATE DRIVING MACHINE.

© 1984 BMW of North America, Inc. The BMW trademark and logo are registered trademarks of BMW AG, Munich, Germany. All rights reserved. BMW is a registered trademark of BMW AG, Munich, Germany.



YOU'RE JUDGED BY PERFORMANCE. WHY DRIVE A CAR THAT LIVES BY A LESSER CODE?

Think of the price sticker on a luxury sedan as a bill presented for services not yet rendered.

Services that include handling, responsiveness, comfort, and all the myriad contributions of engineering and technology.

Seen in this light, a luxury sedan becomes something to be bought with extreme scrutiny. We suggest one built the same way: the BMW 733i.

Infinitesimal flaws are detected by lasers and electron microscopes. The chassis is aligned to within 4/1,000ths of an inch. Weatherproofing is ensured through a testing

facility capable of creating snowstorms in July.

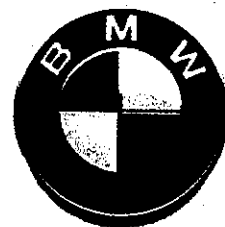
In the engine, a microprocessor divides each second into hundreds of parts, senses engine conditions during each instant, then instantly adjusts engine behavior for maximum performance and efficiency. And engine components themselves are controlled to tolerances of less than 4/100,000ths of an inch.

All these and other parts are sealed into a whole so taut and so impervious to decay that it's covered by a 3-year/36,000-mile limited warranty plus a 6-year limited warranty against rust perforation.*

The result is a car that exceeds conventional standards to a degree that makes them inapplicable.

In fact, AutoWeek magazine places the 733i "near perfection."

After all, if you ask as much of yourself, you shouldn't have to settle for less from your car.



THE ULTIMATE DRIVING MACHINE.

*Warranty applies only to U.S. specification automobiles purchased from authorized U.S. BMW dealers. See your BMW dealer for details. © 1983 BMW of North America, Inc. The BMW trademark and logo are registered. European Delivery can be arranged through your authorized U.S. BMW dealer.

No pictures please, not tonight ...!!!



PLAYBOY sunglasses. Fashion, fun + style. PLAYBOY sunglasses, an important part of a lifestyle that's exclusive by design. Lightweight, scratch resistant, sturdy, and enduring – designed for the man who's always a step ahead.



Optyl Design

a Division of
Optyl Eyewear Fashion International Corporation

Available wherever quality eyewear is sold.



SOME CIRCLES SHALL REMAIN EXCLUSIVE.

The ultimate recognition from your banker. A gold MasterCard card.



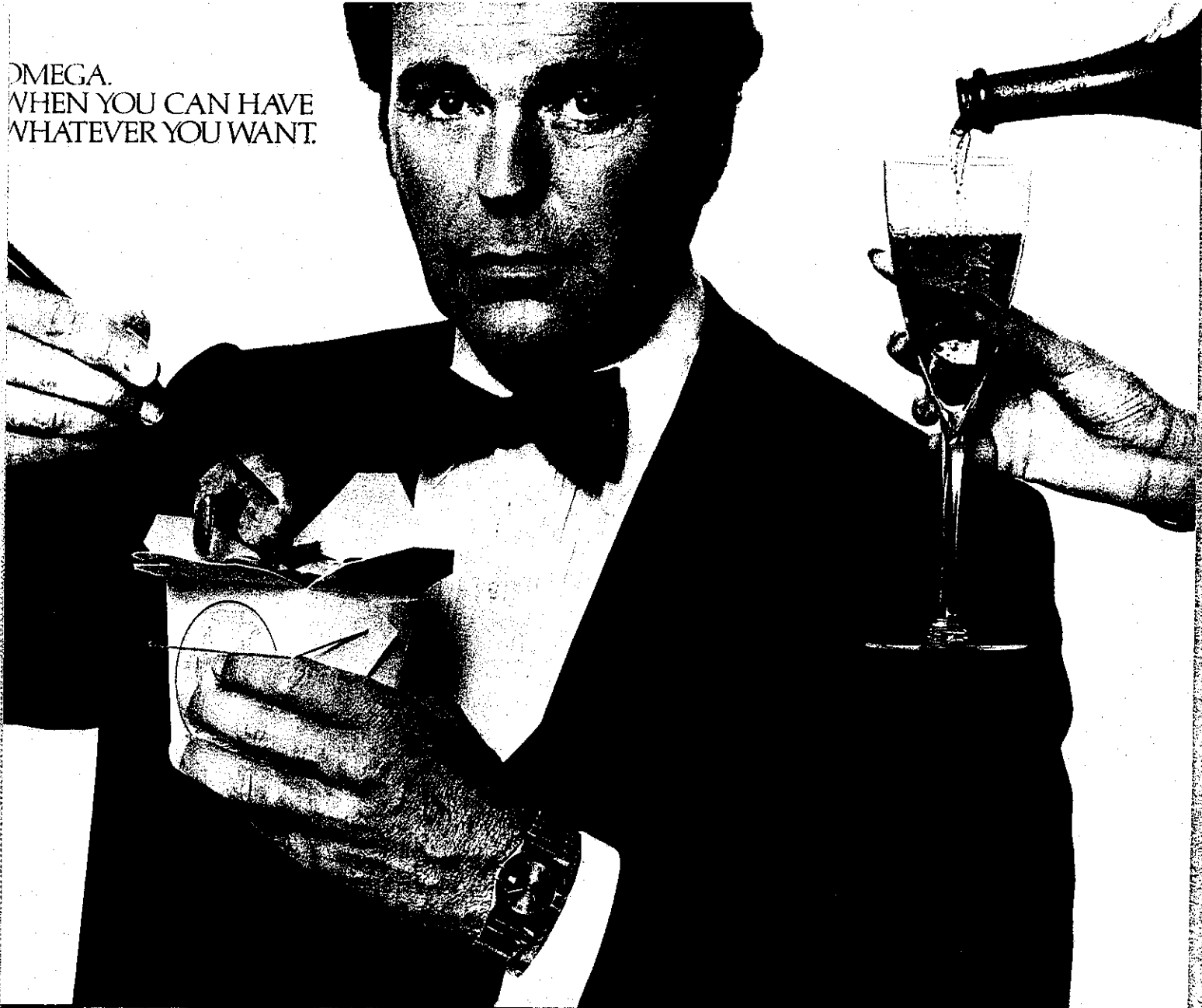
Haute Couture pour la Table


Christofle
Orfèvre à Paris

"PERLES" AND OTHER CHRISTOFLE PATTERNS MAY BE SEEN AT:

CARLTON HOUSE, HOUSTON • NESSA GAULOIS, BAL HARBOUR • TABLE SETTING, FORT LAUDERDALE • TUVerson'S,
PHOENIX & PALM DESERT • SHREVE CRUMP & LOW, BOSTON • BACCARAT, NEW YORK • INTERNATIONAL VILLA, DENVER

OMEGA.
WHEN YOU CAN HAVE
WHATEVER YOU WANT.



Introducing the Omega Manhattan. The finest
Swiss quartz chronometer money can buy.

Water-resistant. In stainless steel and gold, 18K
gold, or stainless steel.

To find out where you can acquire one, write to us.
We're at 301 East 57th Street, New York, 10022.

Two floors above Rolls Royce.

Ω
OMEGA®





At last, chewing gum for the rich.



Made by Dandy Chewing Gum A/S Vejle, Denmark
HIS MAJESTY KING FREDERIK IX AWARD FOR EXCELLENCE IN EXPORT

Even the person who has everything
occasionally runs out.



Canadian Club[®]
"The Best In The House"[®]

To send "The Best In The House" to their house, simply call 800-528-6148.

6 Years Old. Imported in Bottle from Canada by Hiram Walker Importers Inc., Detroit, Mich. 86.8 Proof. Blended Canadian Whisky. © 1982



On some fields, Royal Doulton is home plate.



Royal Doulton
English Bone China

"Carlyle," 5-piece setting \$195; Other patterns from \$52; For our catalog write to Dept. 706, 700 Cortlandt Lane, Somerset, NJ 08873.

*Suggested retail

F-11



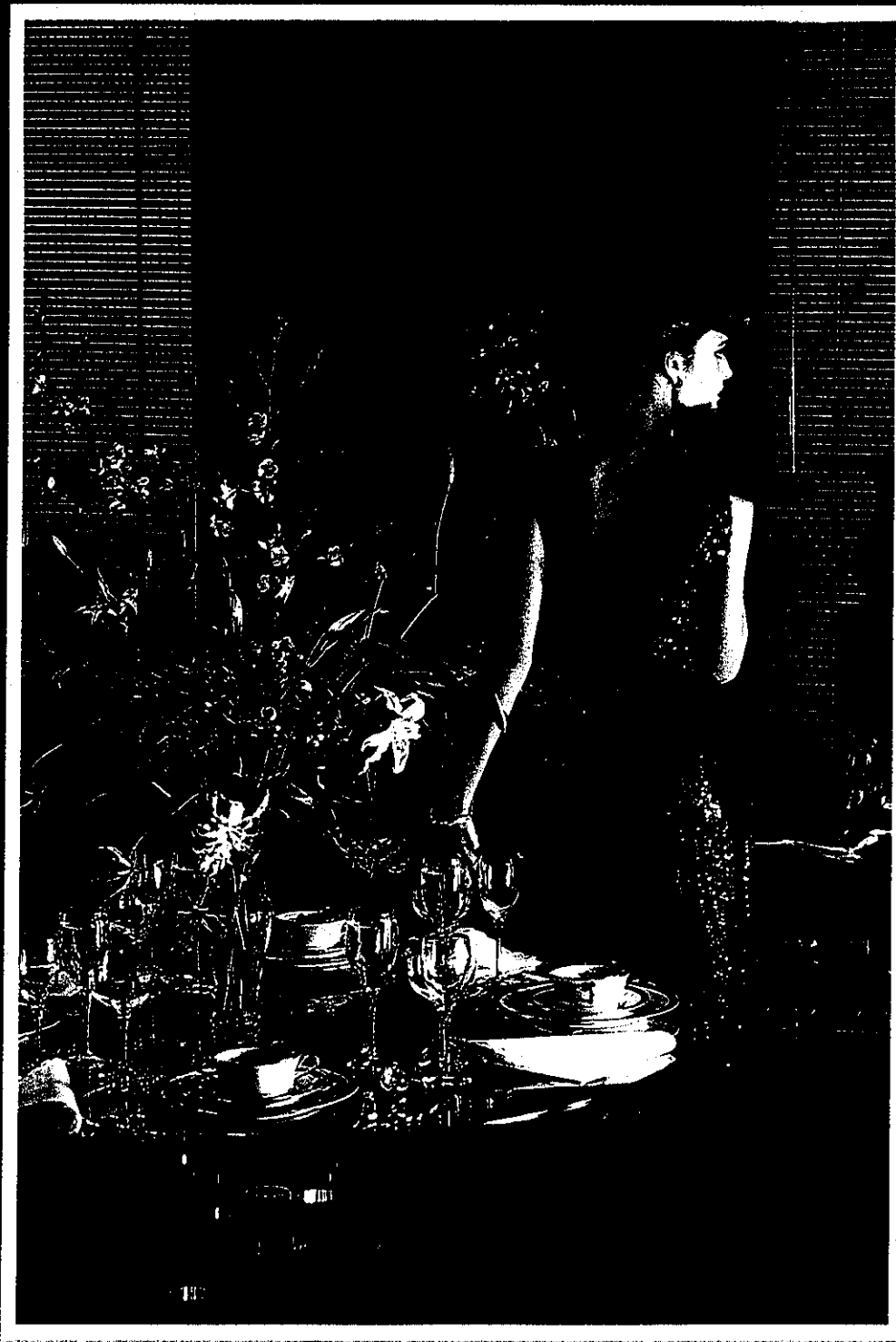
You can tell from the outside
which Scotch they serve on the inside.

Johnnie Walker
Black Label Scotch
Whisky

12 YEAR OLD BLENDED SCOTCH WHISKY. 86.8 PROOF. BOTTLED IN SCOTLAND. IMPORTED BY SOMERSET IMPORTERS, LTD., N.Y. © 1981

F-11

Lenox.



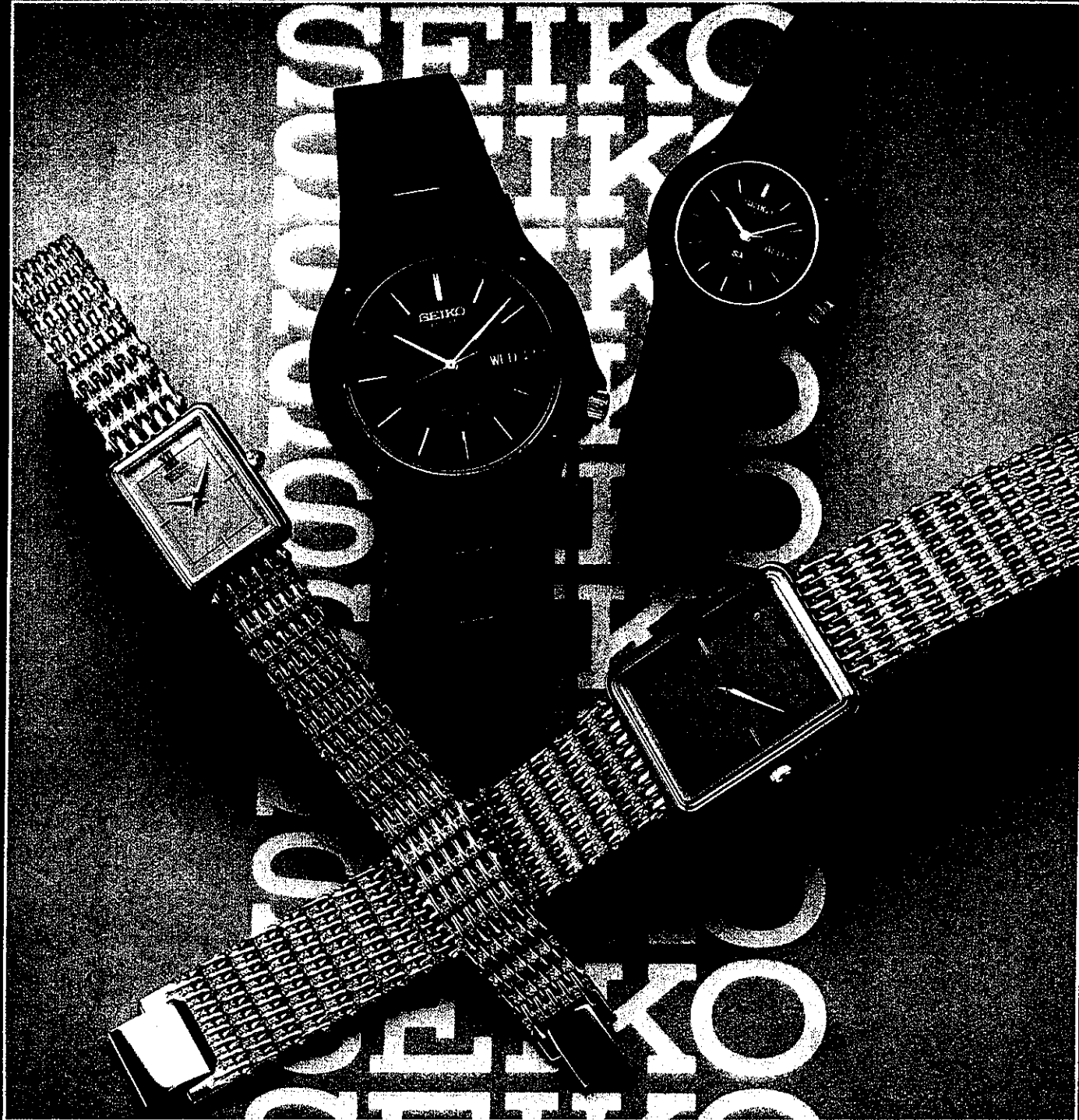
A world apart. Let it express your world.

Lenox China and Crystal

Send for our free color brochure. Lenox, Lawrenceville, N.J. 08648.

© Lenox '81

F-1K



**Making news:
The rich look. The racy look. The Seiko look.**

Designs as different as day and night. Sharing the flair, the famous technology that will let them outlive fashion to be elegant for all time. The Sports 100s, hers the first ever for women. Bold, black, dramatic. Water-tested to 300 feet. The gleaming Ultra-Thins with finely woven bracelets—triumphs of workmanship. They join the most sought-after watch collection in the world. You get the best of Seiko only where you see this sign.



SEIKO

Setting the standard for the world, for the future.

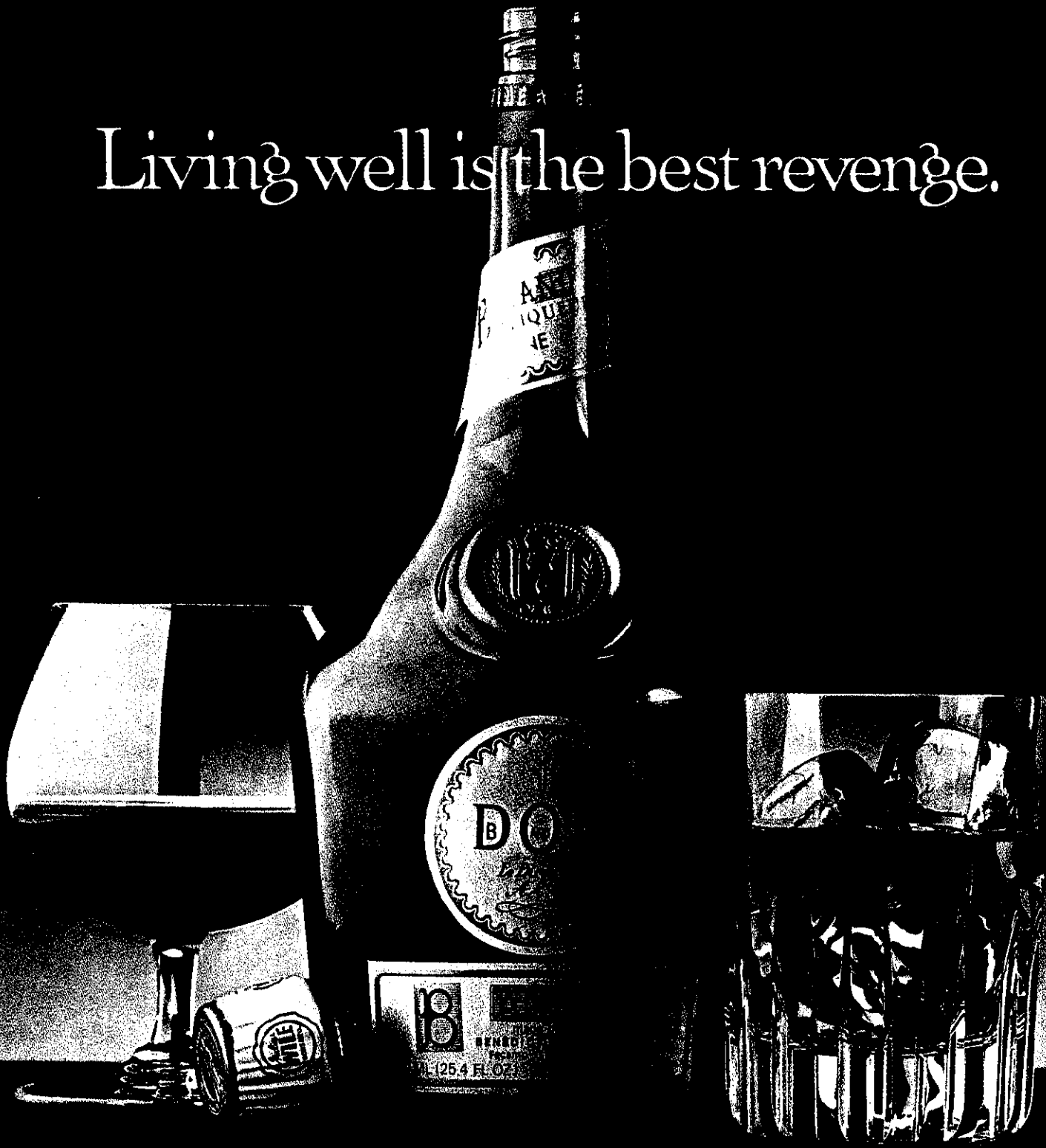
For free Seiko color brochure write to Seiko Time Corporation, Dept. NY-1114, 640 Fifth Avenue, New York, N.Y. 10019



Vanity Fair

When you're accustomed to having
every advantage.

Living well is the best revenge.



Band B
The drier liqueur. Imported from France.

© 1987 B&B PROOF IMPORTED FROM FRANCE JULIUS WILE SONS & CO., LAKE SUCCESS, N.Y. 11042

F-10



What the rich give the wealthy

Royal Salute by Chivas. 21 year old Scotch whisky. About \$50 a bottle.*
Presented in blue, green, or brown Spode china decanter, with matching velvet opera sack.

21-YEAR-OLD BLENDED SCOTCH WHISKY • 80 PROOF • GENERAL WINE & SPIRITS CO., NEW YORK, N.Y.

*PRICE Varies ACCORDING TO STATE & LOCAL TAXES.

F-1.0

THE GRAPES OF REMY MARTIN. THE PRIVILEGED FEW.

For over 250 years, the house of Remy Martin has refused to compromise.

All of Remy Martin's cognac is made exclusively with the grapes from the two best districts of Cognac: Grande Champagne and Petite Champagne.

Of the six grape-growing areas within the Region, these two areas are indisputably the finest—and the only areas Remy Martin deems suitable for the making of its cognac.

But Remy Martin does not

owe the quality of its cognac to these vineyards alone.

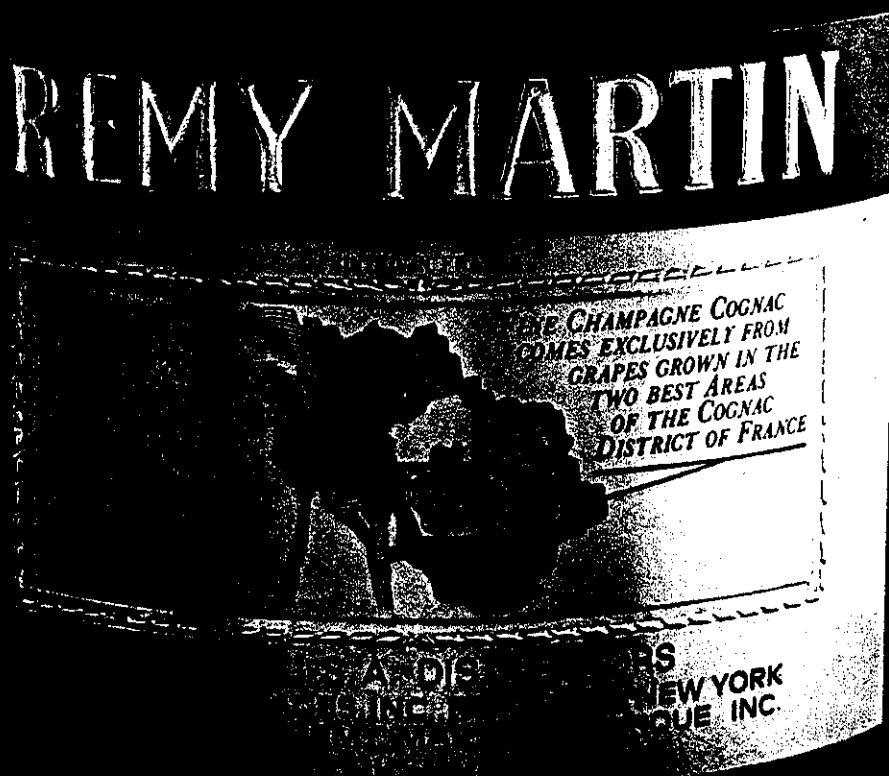
From time immemorial, Remy Martin has used only the finest oak from the majestic Limousin Forest in the making of its casks and cooperage.

It has used, exclusively, the traditional copper, onion-shaped "Charentais pot-still" to ensure the perfect and proper distillation of the young white cognac. A still that's smaller in volume than the stills used by every other major cognac house.

Yet it is, above all, the skilled craftsmanship and pride of the cognac-maker who in harmony with nature, makes Remy Martin the finest of cognacs.

Doubtless, there will forever be less costly, less time-consuming, less painstaking ways to make cognac.

But the proud house of Remy Martin will continue to create cognac as it always has in the past; cognac of exceptional body, bouquet and character. Remy Martin. Cognac without compromise.



Remy

THE FIRST NAME IN COGNAC SINCE 1724

Sole U.S.A. Distributor Foreign Vintages, Inc. New York, N.Y. 80 Proof.

Polo  Ralph Lauren

A man's cologne in the Polo tradition.



BY APPOINTMENT
TO H.M. THE QUEEN
GOLDSMITHS, SILVERSMITHS
& JEWELLERS
ASPREY & COMPANY PLC
LONDON



BY APPOINTMENT
TO H.M. QUEEN ELIZABETH
THE QUEEN MOTHER
JEWELLERS
ASPREY & COMPANY PLC
LONDON

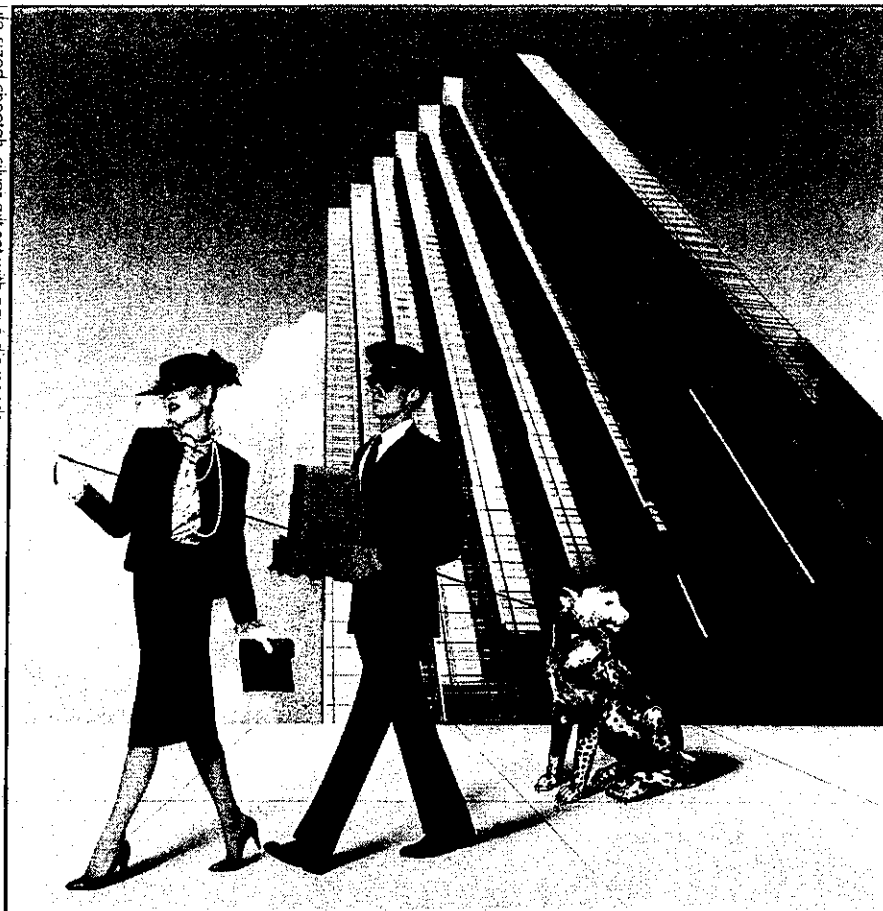


BY APPOINTMENT
TO H.M. THE PRINCE OF WALES
JEWELLERS, GOLDSMITHS
& SILVERSMITHS
ASPREY & COMPANY PLC
LONDON

Welcome to Bond Street on Fifth Avenue.

Asprey. 140 years on Bond Street. Now at Trump Tower.

Life-sized cheetah, silver gilt set with pave diamonds.



Although the name Asprey may be little-known here in America, it's as much a part of British tradition as Bond Street itself. The Asprey family and its peerless craftsmen have served ladies and gentlemen in their London shop for generations.

If it is your wish to have it, Asprey will provide it. From the smallest luxury to the largest fantasy. A tiny scent bottle of diamonds and gold to wear as a necklace. A wallet of finest lizard, with corners of 18K gold set with diamonds. A cashmere picnic rug. Even a life-sized cheetah of silver gilt and precious stones.

Now Asprey has crossed the Atlantic for the first time to bring their treasures closer to you. Visit the fine new shop at Trump Tower. Commission Asprey to fulfill your heart's desire.

TRUMP TOWER FIFTH AVENUE AND 56TH STREET NEW YORK (212) 688-1811

Asprey

G. SEX IN ADVERTISING

G - Group 1: These ads depict nude or partially nude women. Sexual desirability is connected to the product advertised.

robby len...or nothing



G-1a



YOU. THE NIGHT.
YVES SAINT LAURENT.

Sheets. Towels.
Bed and bath refinements.
Splendor.

UTICA®
FROM STEVENS

YVES SAINT LAURENT

Sally Hansen

**HAIR REMOVAL
SYSTEM**

PRESS ON PULL OFF STRIPS



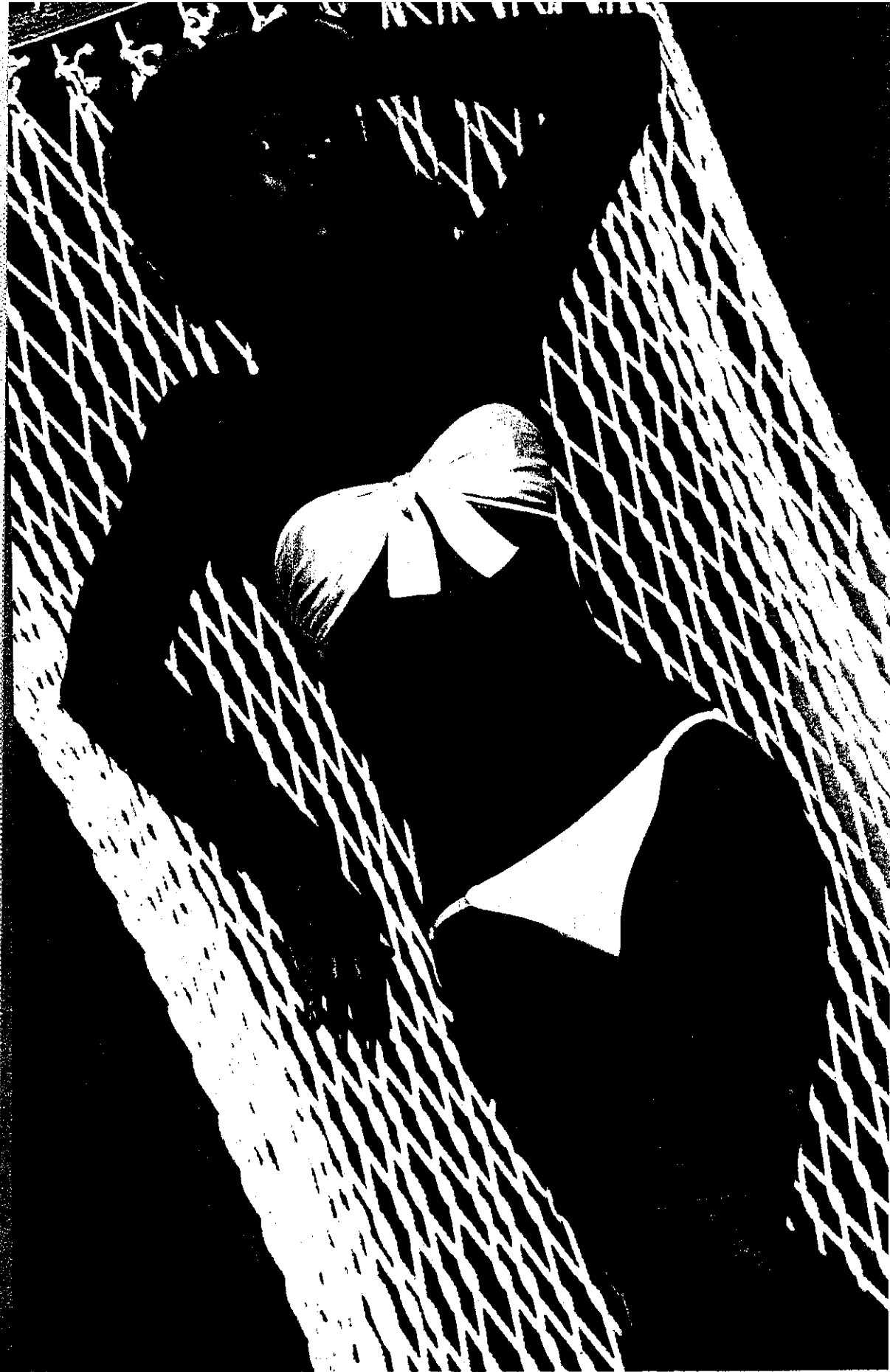
Sally Hansen
**ULTRASOOTH
CONDITIONER**
COLLAGEN PROTEIN

Remove hair and keep it away longer.

The press on/pull off pre-waxed strips easily remove leg and body hair from its root in just seconds. New growth is delayed for up to 8 weeks. There's also an exclusive desensitizing lotion with collagen protein that soothes, softens and conditions skin after hair removal.

Sally Hansen
**Hair Removal
System**
From America's
treatment specialists.

**SALLY HANSEN
PRESENTS**



Slip into
a tan that's
deep and delicious.
Rich and radiant.
Dark and dazzling.
It's Coppertone Lite
Oil or Lite Lotion.
For the tan.
For the protection.
And their special
formulas are lighter
and less greasy
to leave your skin
soft and glowing.
So for a fast, dark,
fabulous tan,
Coppertone is
the something to
slip into.



Slip into something tan. Coppertone®

The Savage Tan.[®]

Deep. Dark. Wild.

Why settle for a suntan when you can get the Savage Tan? Tropical Blend helps you reach your deepest, darkest, wildest tan fast. Five natural oils in Tropical Blend welcome the sun while they soften and moisturize your skin. Pour on Tropical Blend and you'll reflect the spirit of the Savage Tan.



Coconut

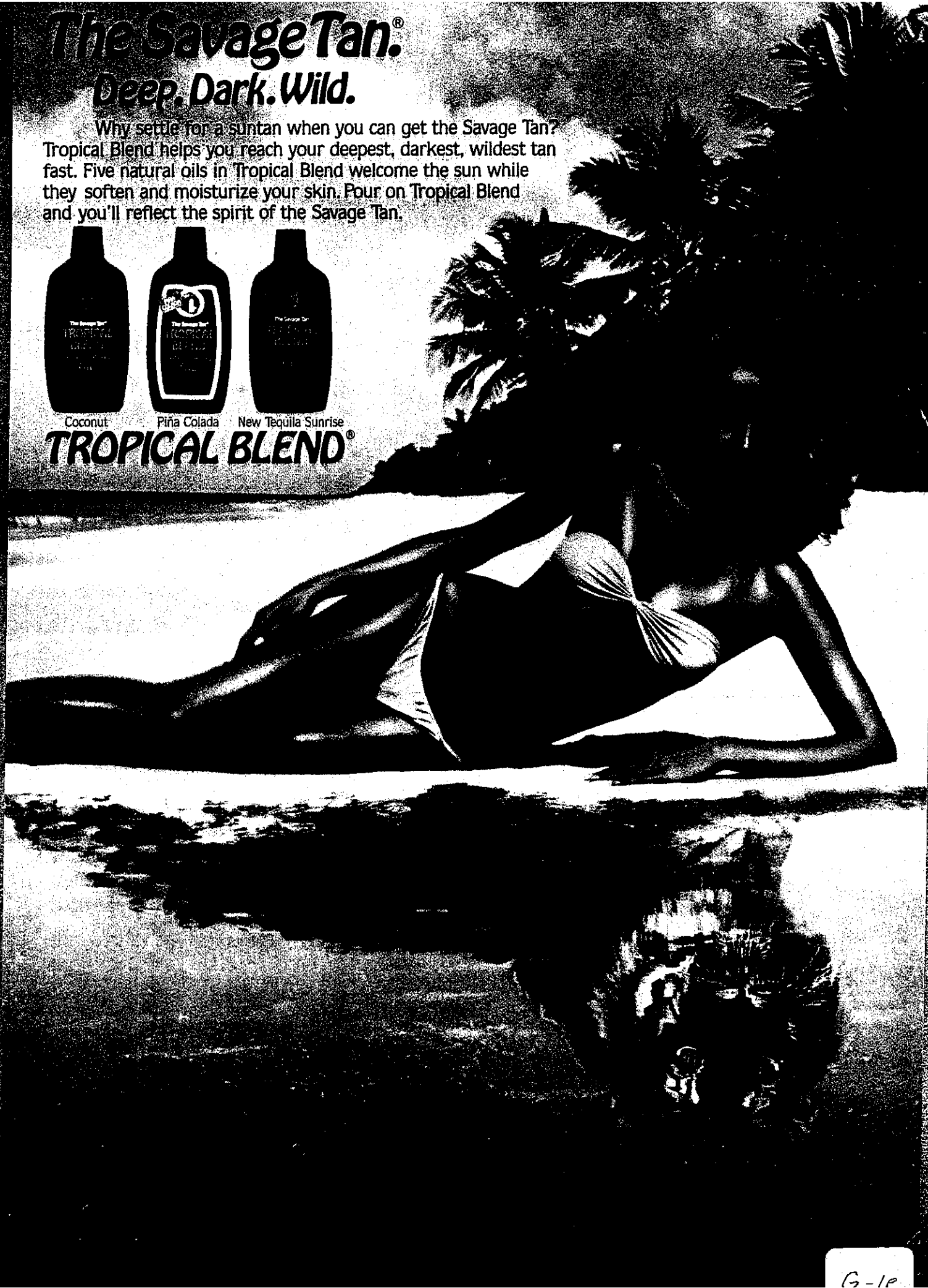


Piña Colada



New Tequila Sunrise

TROPICAL BLEND[®]





**St. Croix
St. John
St. Thomas**

The American paradise.
United States Virgin Islands

Swim. Sail. Fish. Dive. Golf. Tennis. Sightsee. Nightlife. Plus twice the duty-free shopping quota of any Caribbean island. No passports. No visas. The language, English. The currency, the U.S. dollar. The place, the beautiful United States Virgin Islands. See your travel agent. See all three.

© 1984 United States Virgin Islands Division of Tourism, 1270 Ave. of the Americas, NY, NY 10020.

G-1t



Seize the moment.

Scoundrel



A brave and a beautiful
new spirit in fragrance.

Perfume, concentrated cologne, concentrated cologne spray

REVION

G - Group 2: These ads depict partially nude women with a man or men present. Sexual encounters, real or imagined, are being associated with the product shown.



THE MAIDENFORM WOMAN. YOU NEVER KNOW WHERE SHE'LL TURN UP.

She's making the rounds in elegant Delectables.®

The seamless bra and matching bikini are silky satin tricot with antique lace scalloping and a touch of shirring. Choose the underwire (shown), softcup or light fiberfill bra, from \$8.50.

Bikini \$6. In an array of colors. Just what the doctor ordered.

Delectables by Maidenform®

Prices are suggested retail. Prices higher in Canada.

All "Antron" III nylon. Exclusive of decoration. ~~ANTRON~~ DuPont registered trademark. Watch by Tourneau. Earrings by Beth Moskowitz.



THE MAIDENFORM WOMAN. YOU NEVER KNOW WHERE SHE'LL TURN UP.

She conducts herself beautifully in sleek, sensuous Sweet Nothings.[™]
The softcup, front-close bra and matching bikini are luxurious satin tricot lavished
with lace. Also available in underwire, light fiberfill or demi-bra.
Bras from \$8.50. Bikini \$6. In a symphony of colors.

Sweet Nothings by Maidenform[™]

Prices are suggested retail. Prices higher in Canada.
Lace: nylon, tricot. Antroz[®] III nylon. Exclusive of decoration. Lysol[®] DuPont registered trademark. Jewelry by Esther Callant. Tuxedos by After Six.

Introducing Aviance Night Musk.

*Put it on...
and have an Aviance night.*



PRINCE MATCHABELLI

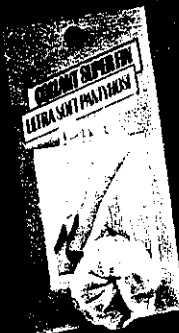


White Shoulders[®]
The best the world has to offer[™]

G - Group 3: These ads show women in suggestive poses,
together with suggestive language, to connect
an aura of sexual invitation with the product.



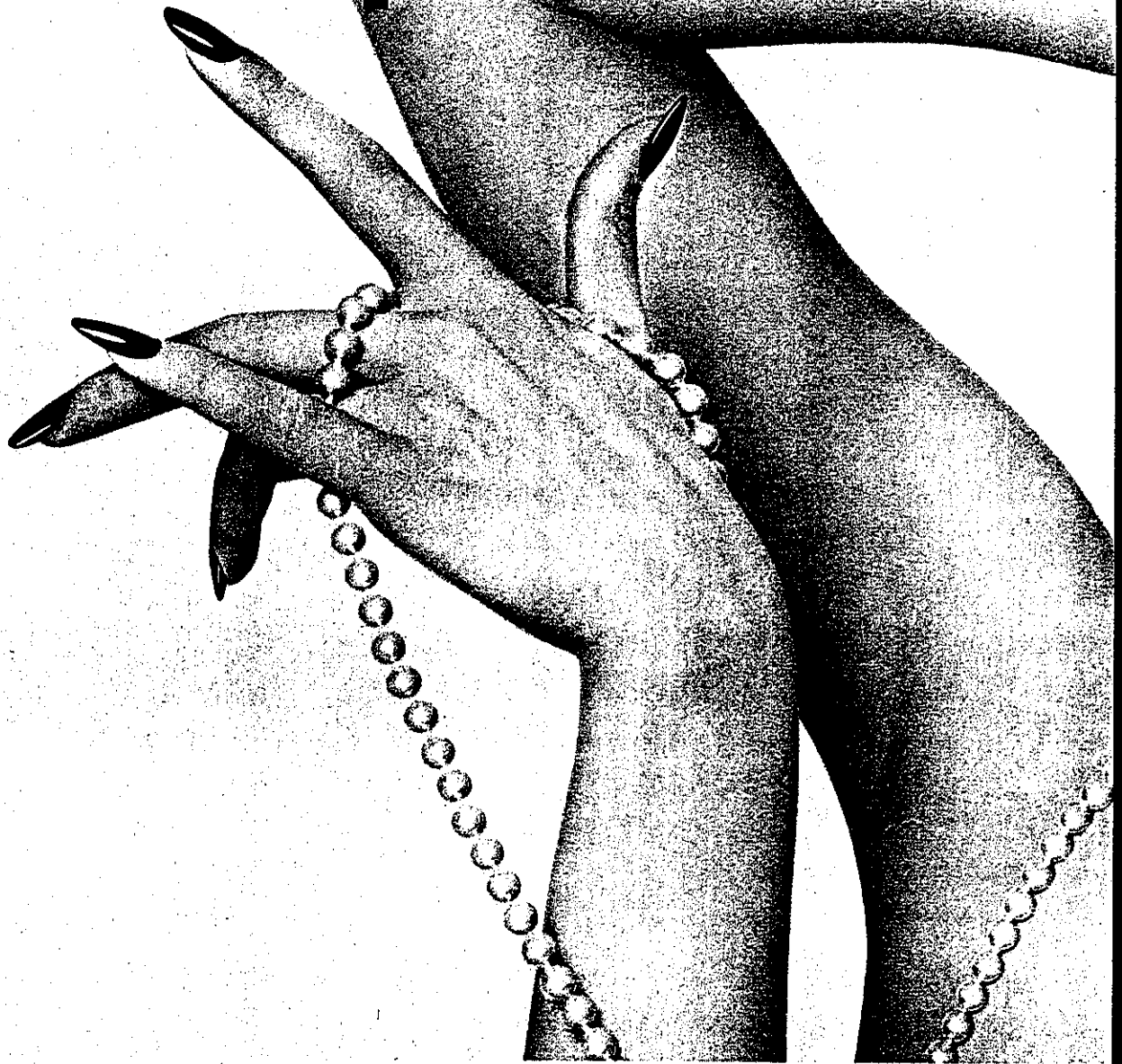
DIM.
For the sheer pleasure of it.



Make a fashion statement on those special occasions, and let DIM say it for you. With fine and sensual pantyhose that come in whispers of colors. So put your best foot forward. In DIM ultra-soft pantyhose.

DIM
Pantyhose
from France

Pin-up Pinks.

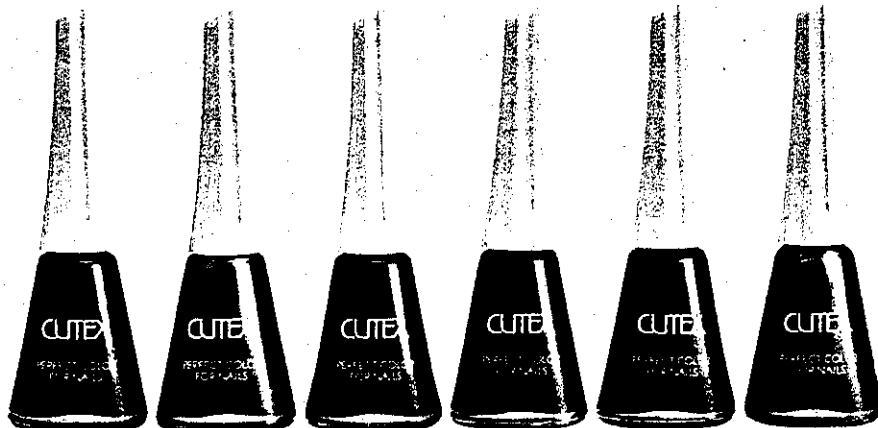


Yesterday's pin-ups, those beauties popping out of calendars and movie mags, must have polished their nails with pinks like these.

They're flaming hot. Or deep and flushed and heady. Or violet-drenched. Pinks that go with pouting lips and half-closed eyelids.

Don't be surprised when you splash them on your fingertips if they remind you to flirt.

That's what this new pink nail nostalgia from Cutex is all about.



Pin-Up Pink

Satin Mauve

American Beauty

Sultry Orchid

Gilded Lily

Torchy Pink

Cutex
Perfect Color



Innocence takes a provocative turn at Foxmoor. Our delicately trimmed
camisole and skirt in cool light cotton create a mood of romance.
From Blossoms, a division of Equal Wear. Browse for yourself at a Foxmoor near you.
We're everywhere except Nebraska and Alaska.

T H E R E ' S A L O T G O I N G O N A T

FOXMOOR

G - Group 4: These ads show men and women together and hint at future sexual encounters by using suggestive language.



Bandolino!

Because great American legs deserve a little extra.

Shoes by Enzo Angileri © 1994 U.S. Shoe

Beautifully priced at about \$62. Prices may vary from store to store. For stores, write: Bandolino Shoes, 9 West 57th St., N.Y. 10019.



The Diors knew that in
the dark hour of the soul
when the music stops, it
takes three to tango.

Dior Men's Robes

Men's Hosiery, Dress Shirts, Neckwear, and
Accessories. Women's Sportswear, Jewelry
and Footwear.

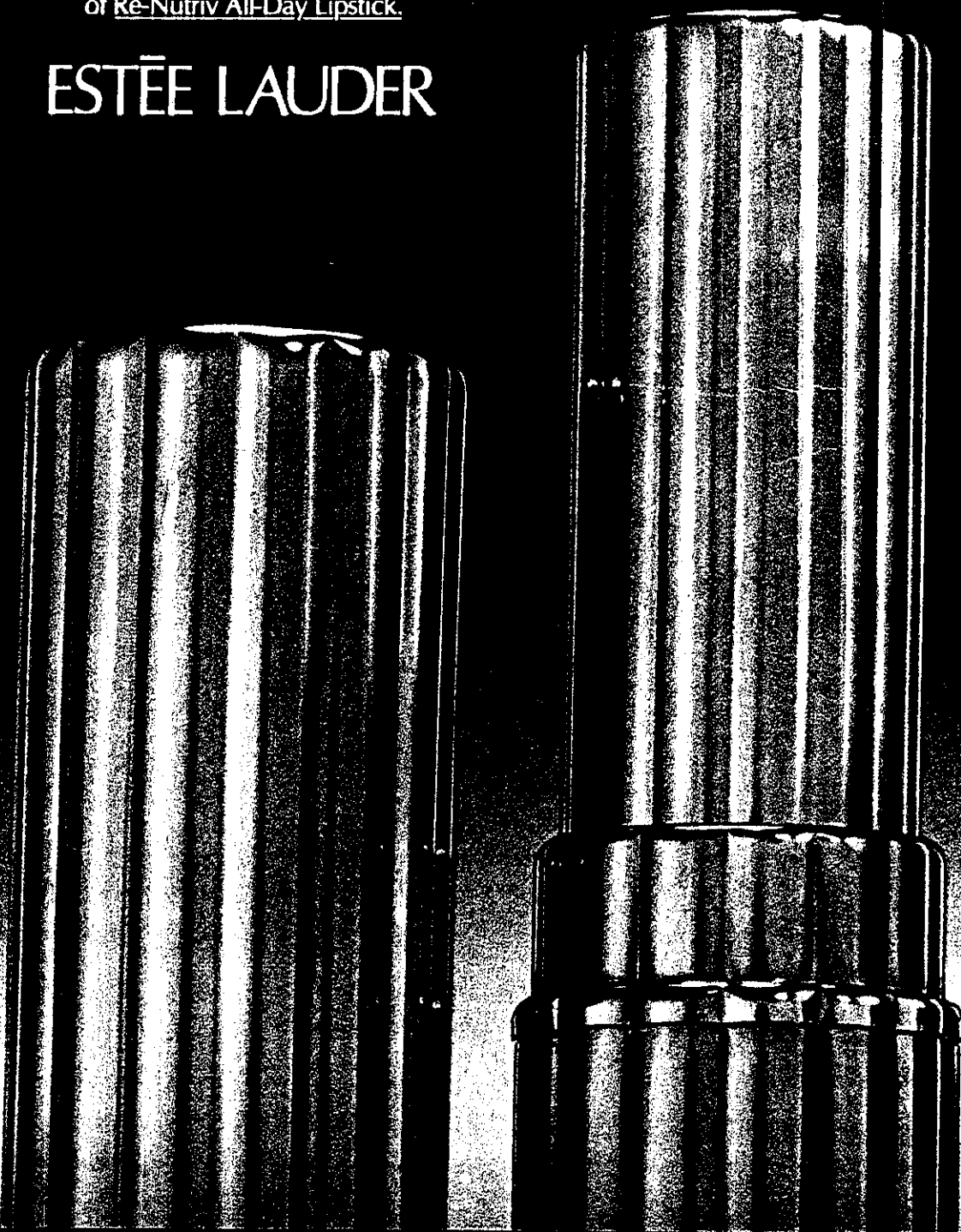
Christian Dior

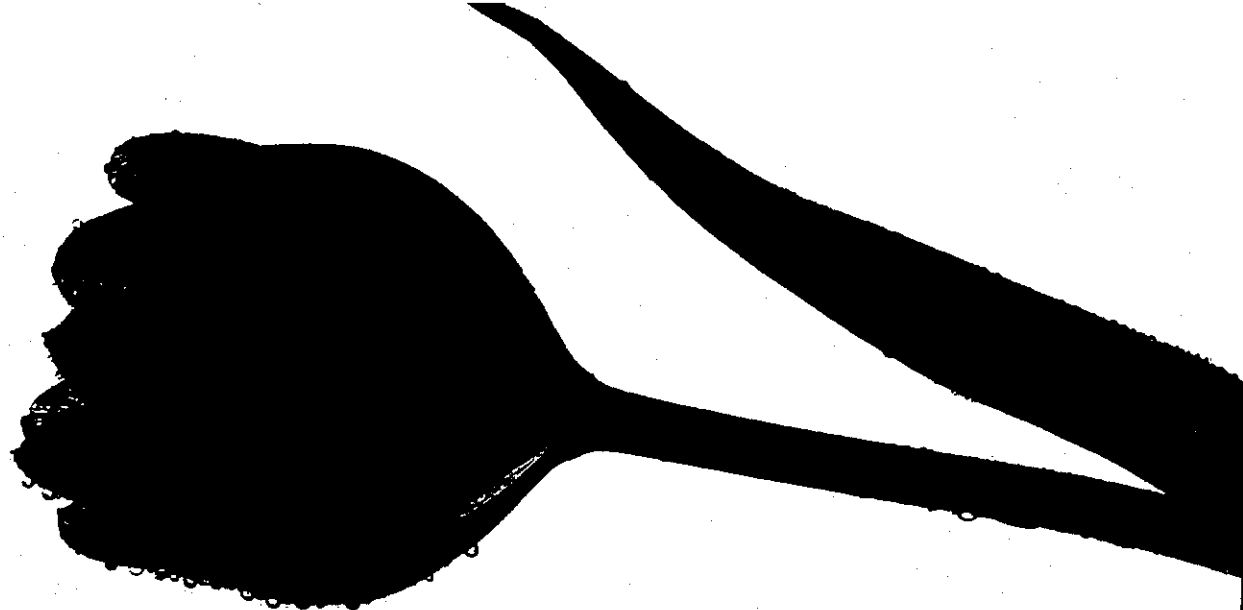
G - Group 5: These ads symbolically suggest sex through the use of phallic symbols or other means. This subconscious appeal to sex is connected to the product advertised.

Introducing the beautiful
new fluted column
for Estée Lauder's
Re-Nutriv Lipstick.

Now both of Estée Lauder's
world-renowned Re-Nutriv Lipsticks
are encased in new fluted columns:
the gleaming creamy-rich shades
of the original Re-Nutriv Lipstick
and the glossy stay-on-and-on shades
of Re-Nutriv All-Day Lipstick.

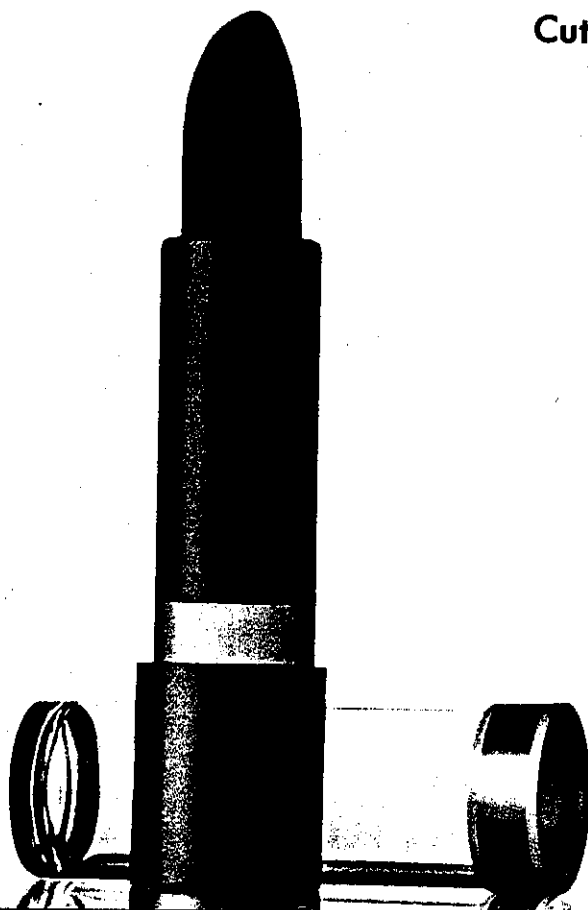
ESTÉE LAUDER

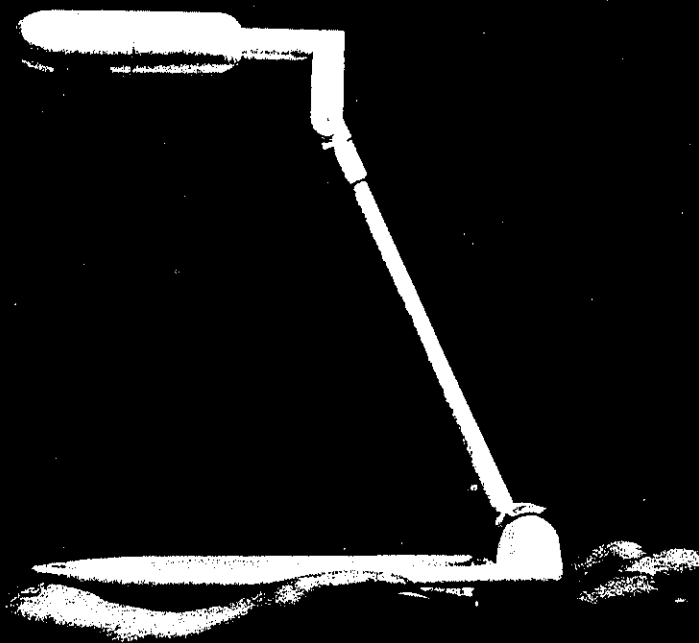




**Announcing a bloom of perfect color for your lips.
It's our rare lipstick formula drenched with natural
moisturizers, for color that stays very fresh. Very silky.
Imagine the pleasure of perfect, in 24 glorious shades.**

Cutex Perfect Color





The itty bitty book light





Discover the only hair color that washes away the gray

You know there's no easier way to get rid of gray than Loving Care. No more harsh chemicals. No more waiting. Just enjoy your own true hair color.

But do you also know the only hair color that's so gentle it washes away the gray without changing your natural hair color? It's called Loving Care Color Foam. It's the only hair color that's so gentle it washes away the gray without changing your natural hair color.

SO EASY. Loving Care Color Foam is so easy to use, you can apply it to your hair and even in seconds, the gray is gone. Overall application. Or just a touch up.

SO GENTLE. No peroxide or ammonia. Loving Care Color Foam is so gentle, it washes away the gray without changing your natural hair color. It even washes out gradually, so you can go back to your natural color.

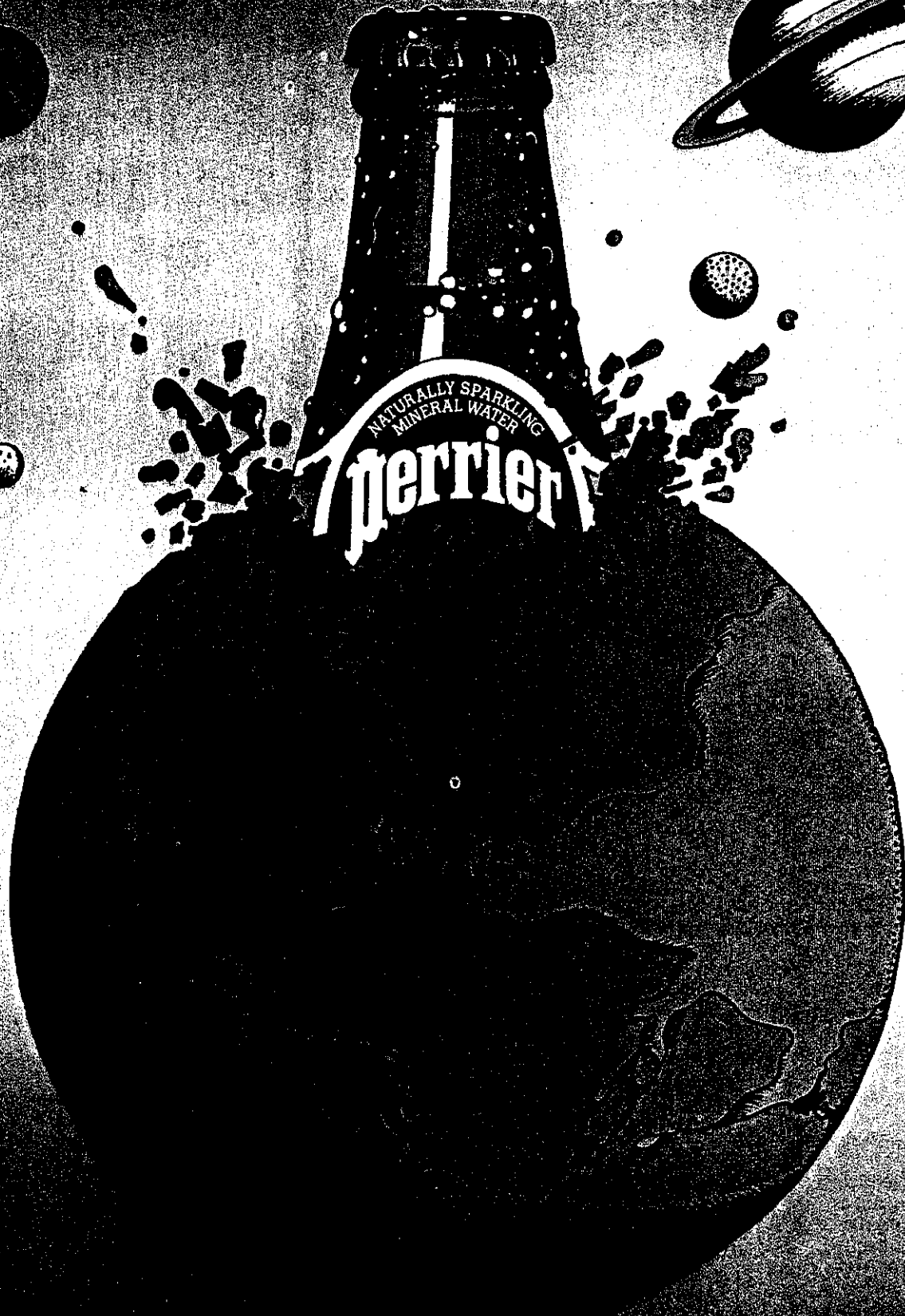
So if you're bothered by a few gray hairs, discover the only hair color that washes away the gray. Can be washed out. Love Color Foam. Bring back the beauty of your natural color again—at the push of a button.



Also available in Color Lotion

Loving Care Color Foam

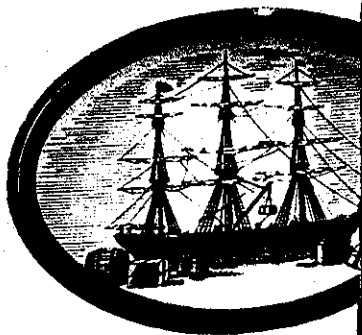
Earth's First Soft Drink.



GIVE CREAM & RUM FOR HOLIDAY YUM

© 1983 FRED L. MYERS & SON CO. NEW YORK, N.Y. 34 PROOF. A BLEND OF RUM, FRESH CREAM AND NATURAL FLAVORS

MYERS

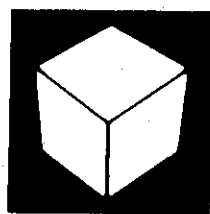


ORIGINAL
RUM CREAM
IMPORTED



Imagine... the richness of pure fresh cream laced
with the unique flavor of Myers's Original Dark Rum.
Make your holidays special with cream and rum. Yum.

To send a gift of
Myers's Original
Rum Cream
anywhere in the U.S.,
call 1-800-528-6148.
Void where prohibited.

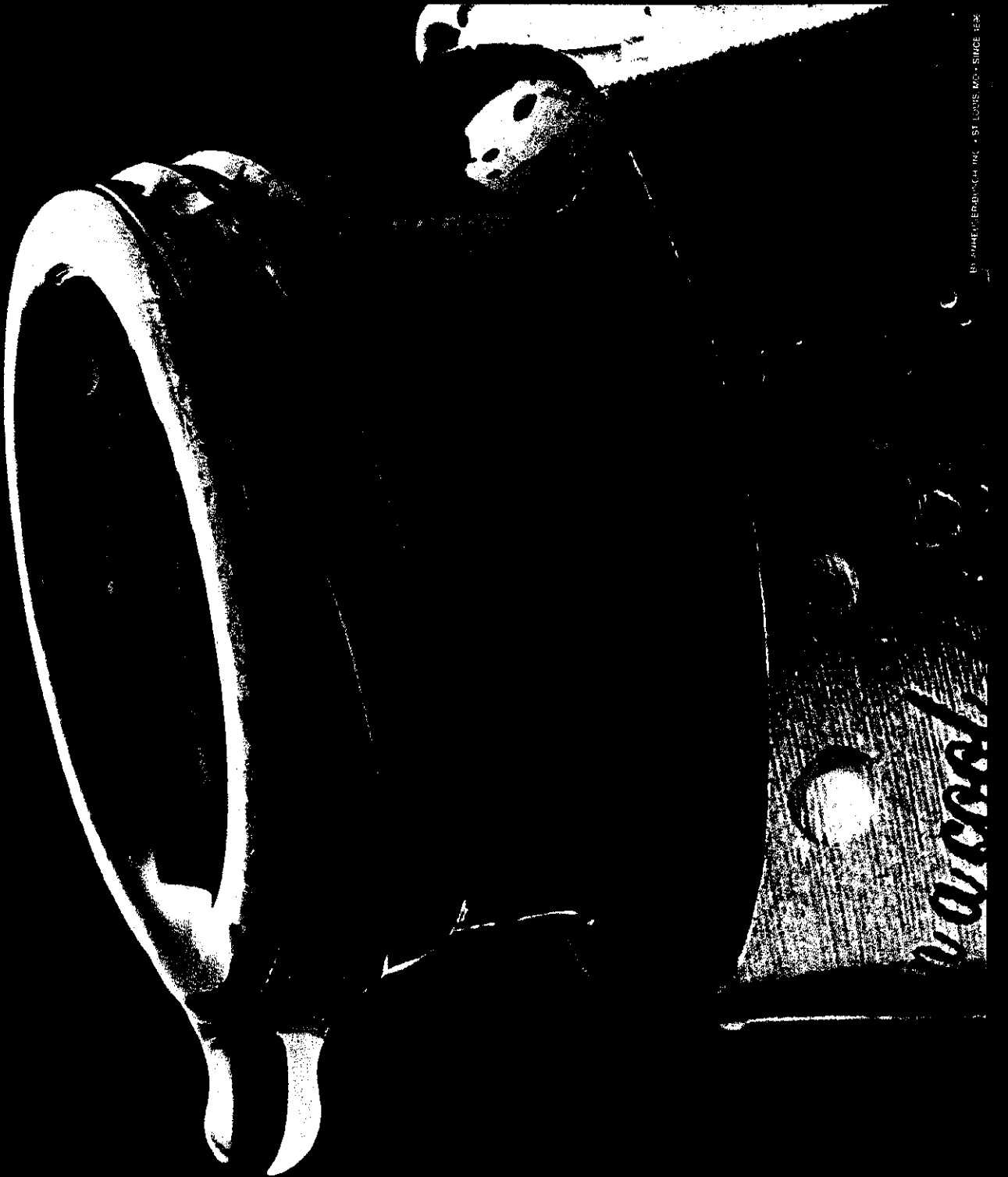


ONEIDA

The silver cube. Our silversmiths' mark of excellence. Made in America.
For a free brochure write Oneida Silversmiths, P.O. Box 1, Oneida, New York 13421.

© 1984 Oneida Ltd

MICHELLE



Some things speak for themselves

H. SEX ROLES IN ADVERTISING

H - Group 1: These ads depict the male in stereotypically male roles, such as cowboys, outdoorsmen, athletes, or wage earners. Often the masculine color red is used. The advertisement sends the message that purchasing the product will reinforce one's masculinity.



Marlboro



© Philip Morris Inc. 1984

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

17 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Mar '84

H-1a

AMERICAN-BUILT BUILT FORD TOUGH



TOUGH ON THE OUTSIDE...

EASY ON THE BACKSIDE.

Tough! Bronco's built on a rugged Ford Truck chassis. Its husky 4.9L (300) Six gives you more torque than any competitive Six. Plus outstanding gas mileage ratings: 24 est. highway, 17 EPA est. mpg.* Tough and easy! It's the only American-built sport utility

with independent front suspension. Bronco seats six in comfort with front and rear bench options. Automatic locking hubs are available for extra driving ease. Give Bronco your own tough and easy test!

*4.9L Six and optional overdrive. Use for comparison. Your mileage may differ depending on speed, distance and weather. Actual highway mileage lower. Calif. ratings less, V-8 required.

FORD BRONCO

FORD DIVISION



C&F

Where a man belongs.



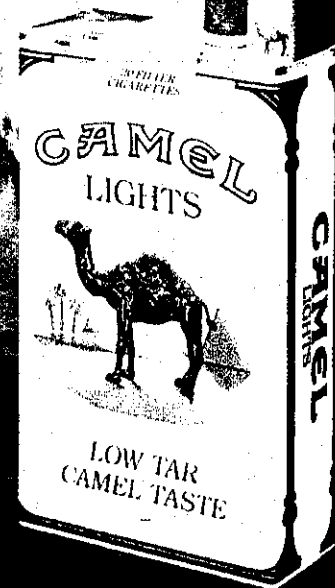
LIGHTS: 8 mg. "tar", 0.7 mg. nicotine av. per cigarette, FTC Report DEC. '81.
FILTERS: 16 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Experience the
Camel taste in Lights and Filters.

9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



Camel Lights.
Low tar.
Camel taste.

In fact,
in 1983, the Salomon
System was the winning
combination in 5 of 10
World Loppet Races,
the choice of over 50%
of the first 200 finishers
in both the American
Birkebeiner and Canada's
Gatineau 55, and
of Howie Bean, overall
champion of the Great
American Ski Chase.
Every Salomon boot
and binding system
offers these same precise
control and flex features
for better performance
on technical turns,
downhills and herringbone
steps.
For world class racing,
for citizen racing,
for a great day of skiing.



visit your Salomon
Cross Country Dealer...
and experience
the difference.



For the competitor in us all

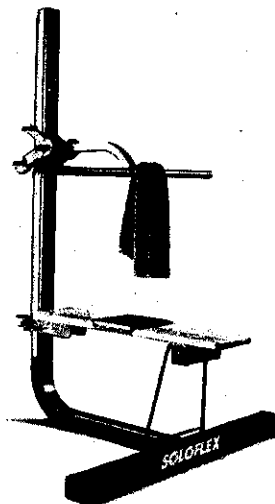


Circle Reader Service No. 1

H-1e



We have been fascinated from the very beginning. By its beauty. The sheer simplicity of line. As a machine, the human body remains the supreme invention. While able to perform the most intricate, the most subtle of movements, it is, at the same time, capable of astonishing feats of strength. Strangely enough, the more that we demand of this machine, the more powerful, the more graceful it becomes.



To unlock your body's potential, we proudly offer Soloflex. Twenty-four traditional iron pumping exercises, each correct in form and balance.

All on a simple machine that fits in a corner of your home.

For a Soloflex brochure, call anytime 1-800-453-9000.

**BODY BY
SOLOFLEX®**

CALL OUR 24 HR. TOLL-FREE NUMBER
©1984 Soloflex, Hillsboro, Oregon 97124



Fit For Life.

New DP Gympac™ fits you up fast and efficiently in your own home with over fifty professional exercises. With DP Gympac you can tone up, slim down, add weight or take it off and build overall strength and stamina. You can even develop specific muscle groups to become more proficient in

your favorite sport. The DP Gympac is amazingly versatile and compact. It stores in one square foot of space. Best of all, it costs less than most spa memberships but provides a lifetime of fitness pleasure in the comfort of your own home. DP Gympac. At leading sporting goods outlets.

For Free Illustrated Booklet and Instruction Course on DP Gympac, clip and mail to:
Diversified Products, P.O. Box 100, Opelika, AL 36802. Dept. 1-PBD3.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____





Diversified Products
309 Williamson Ave.
Opelika, AL 36802



2 months salary showed the future Mrs. Smith
what the future will be like."



You can't look at Jane and tell me she's not worth 2 months' salary. I mean just look at her. So I wanted to get her a diamond engagement ring that said exactly that, 'Just look.' I'd found out that a good spending guideline today is about 2 months' salary. That got me the biggest and best diamond I could afford, without breaking my budget. Now the only thing that other men ask her is, 'When's the wedding day?'

1/4 carat	1/3 carat	1/2 carat	3/4 carat
			
\$600 to \$1,200	\$800 to \$1,700	\$1,500 to \$3,500	\$3,000 to \$6,000

actual size

Prices shown are based on retail quotations and may vary. Send for the booklet "Everything You'd Love to Know...About Diamonds." Just mail \$1.00 to Diamond Information Center, Dept. DPS, 1345 Avenue of the Americas, New York, NY 10105.

A diamond is forever. De Beers

H - Group 2: These ads depict women in stereotypically feminine roles. The main role of women, as depicted in these advertisements, is to look nice.

"Losing weight is delicious with Slim-Fast..."

Slim-Fast is so delicious, nutritious and natural, it's everything you need to lose weight. And now you can vary your Slim-Fast menu with luscious Chocolate Shake, tempting Vanilla Shake, rich Chocolate Pudding and creamy Hot Cocoa.

Every delicious Slim-Fast™ meal contains essential nutrition: vitamins, minerals, protein, fiber and bran.

And the Slim-Fast Diet Plan is so easy, it practically counts the calories for you.

Try all four varieties of Slim-Fast. It's everything you need, to lose all the weight you want.



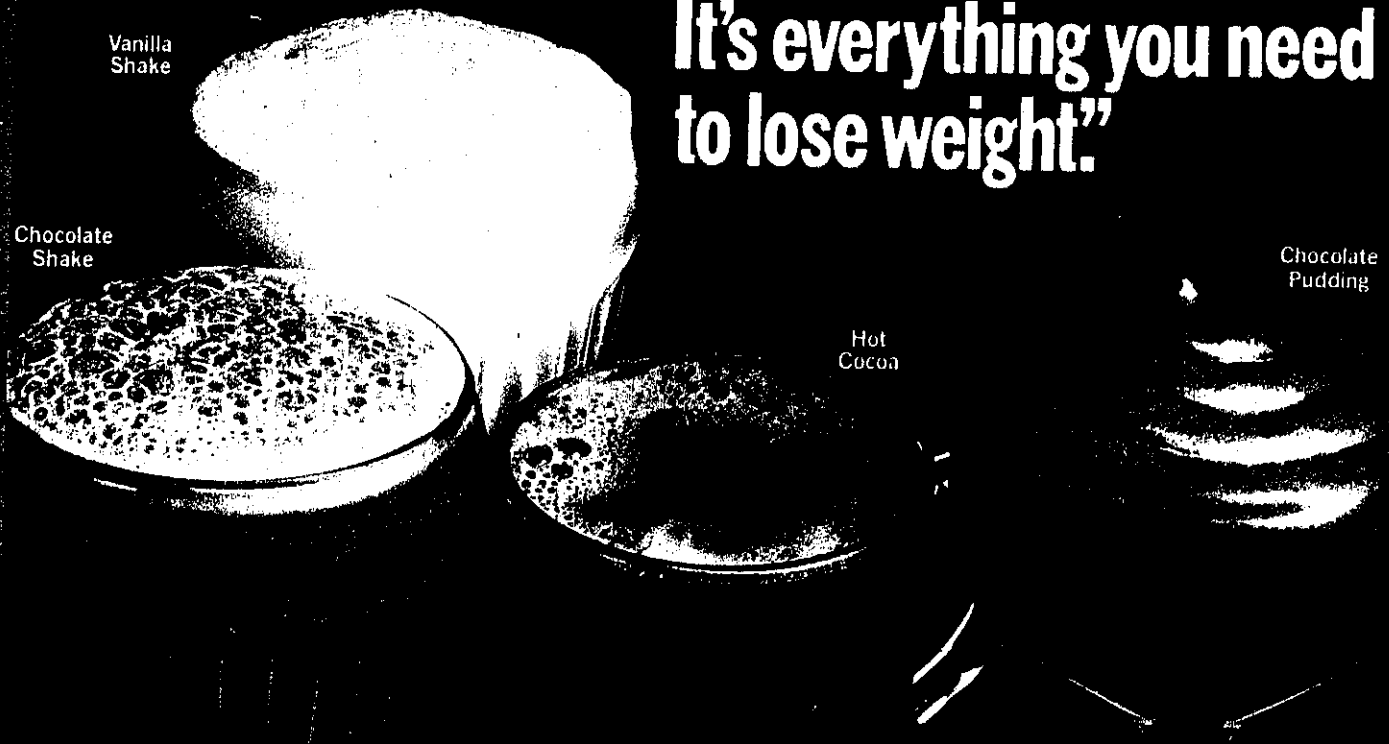
It's everything you need to lose weight."

Vanilla
Shake

Chocolate
Shake

Hot
Cocoa

Chocolate
Pudding



CORP. I.D.

CORP. I.D.

Exp. 12/83

Exp. 12/84

Look what more body and fullness can do for you.

Clairol® Hairsetters make it easy.

For the woman on the go who needs quick body and fullness, there's an easy way to get it—with a Clairol Hairsetter. All of Clairol's Hairsetters do more than just style your hair. They rapidly give your hair double the body and fullness it had before.

Hairsetting that's ready in minutes.

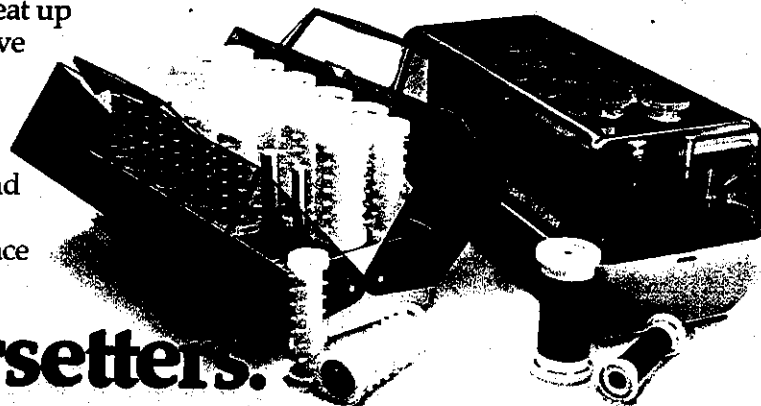
The rollers in all the Clairol Hairsetters heat up quickly. So in a matter of minutes, you can give yourself sophisticated hairstyles.

Clairol's Curl Holding Core.

Our Kindness® rollers have gentle ribs and raised rims for smooth sets. And our Custom CareRollers* feature the gentle as velvet surface

that cushions your hair. Inside our rollers you'll find our exclusive wax-filled curl holding core. They're designed to retain heat longer than ordinary rollers. And they give you superb curling power for body building styles.

For more body and fullness, a Clairol Hairsetter is a simple, essential way to look your best.



Clairol Hairsetters.

*TM © 1984 Clairol Inc.

NOW! LOSE 10 POUNDS FAST.*



M M

It's More you.

*It's long.
It's slim.
It's elegant.*

More

More

© 1984 R. J. REYNOLDS TOBACCO CO.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method.



A woman is known by her expressions.

Demure. Sultry. Animated. A pout. A grin. A wink. It's your face—a moving picture. Enhanced by Expressions® Sunglasses by Bausch & Lomb. In this season's collection of styles and shades. Precision-crafted for the quality you expect from Bausch & Lomb. Protected by a full-year, limited warranty against breakage.

Express yourself. Find Expressions where finer sunglasses are sold.

FOR STORES, SEE PAGE 371



BAUSCH & LOMB
EXPRESSIONS®
FASHION  SUNWEAR

H - Group 3: These ads depict women as having more free time today than they used to. Using freedom in this context is a common strategy used to sell cleansers and household appliances. The advertising is implying that freedom for women comes through consumerism.

WAX



1960's

NEVER-WAX



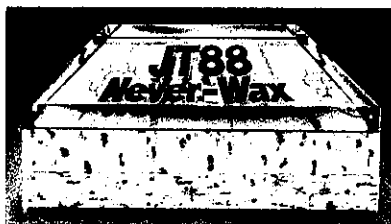
NOW

Boca, Cristobella, 30009

INTRODUCING THE NEW BOCA™ COLLECTION

This Mannington JT88® Never-Wax™ floor gets you back on your feet.

Stand up America! Insist on a JT88 Never-Wax floor from Mannington.



The unique JT88 Never-Wax layer keeps floors shining with no special dressings.

Because no-wax doesn't mean no-work. A no-wax floor needs special dressings and stripping. A Never-Wax floor never does. And now the JT88 Never-Wax wear layer comes on the new Boca Collection, elegant and luxurious. See how the patented dimensional styling gives Cristobella the hand-crafted look of inset color.

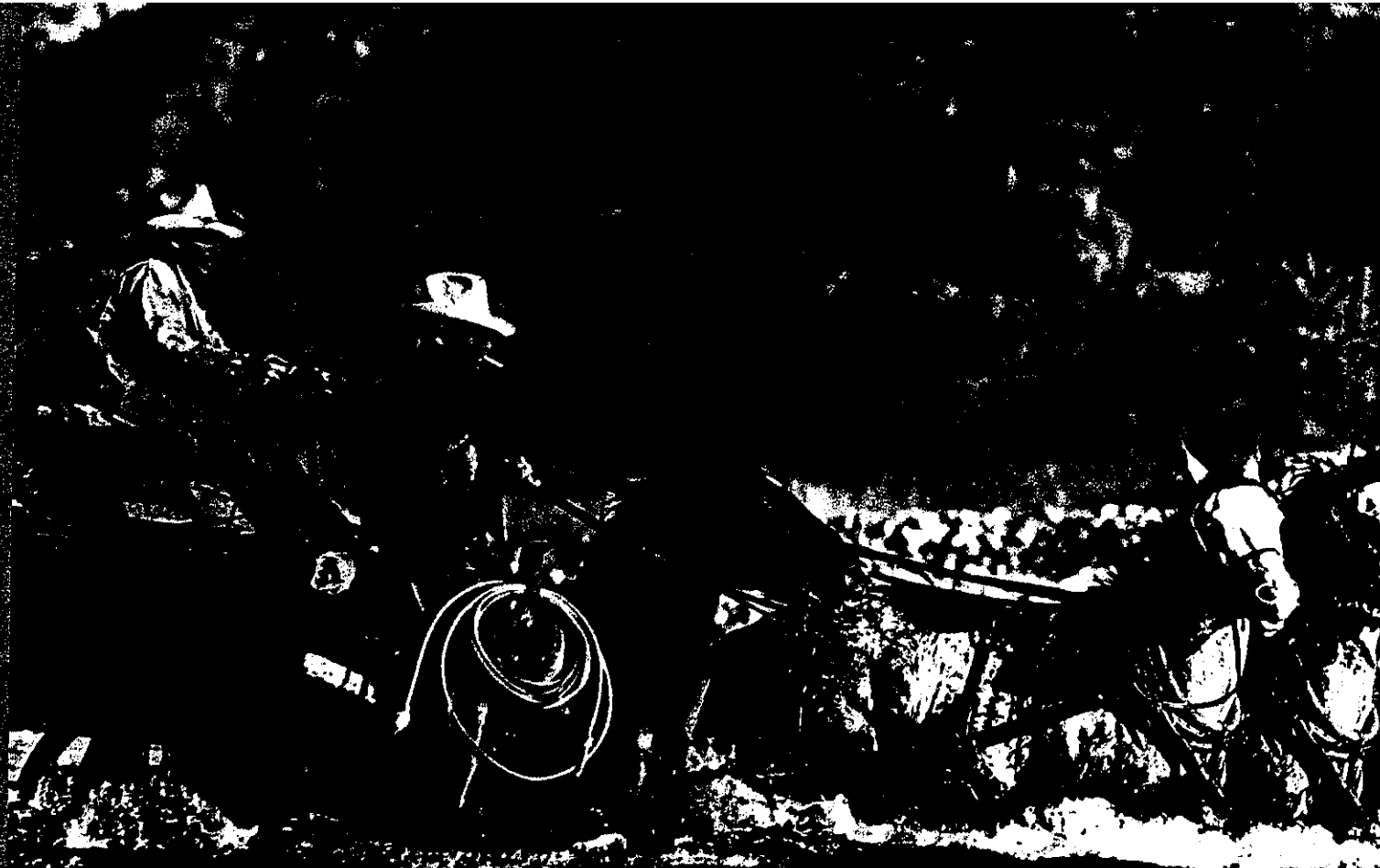
Call: 1-800-447-4700

for the name of your nearest flooring retailer and FREE Mannington literature.

Stand up America!

mannington™
JT88® NEVER-WAX™ FLOORS

H - Group 4: These ads, even though depicting men, use soft feminine colors such as blue and green. Their attempt is to sell women a men's cigarette. Most men smoke Marlboro regular, whereas most women prefer Marlboro Lights.



Come to
**Marlboro
Country.**

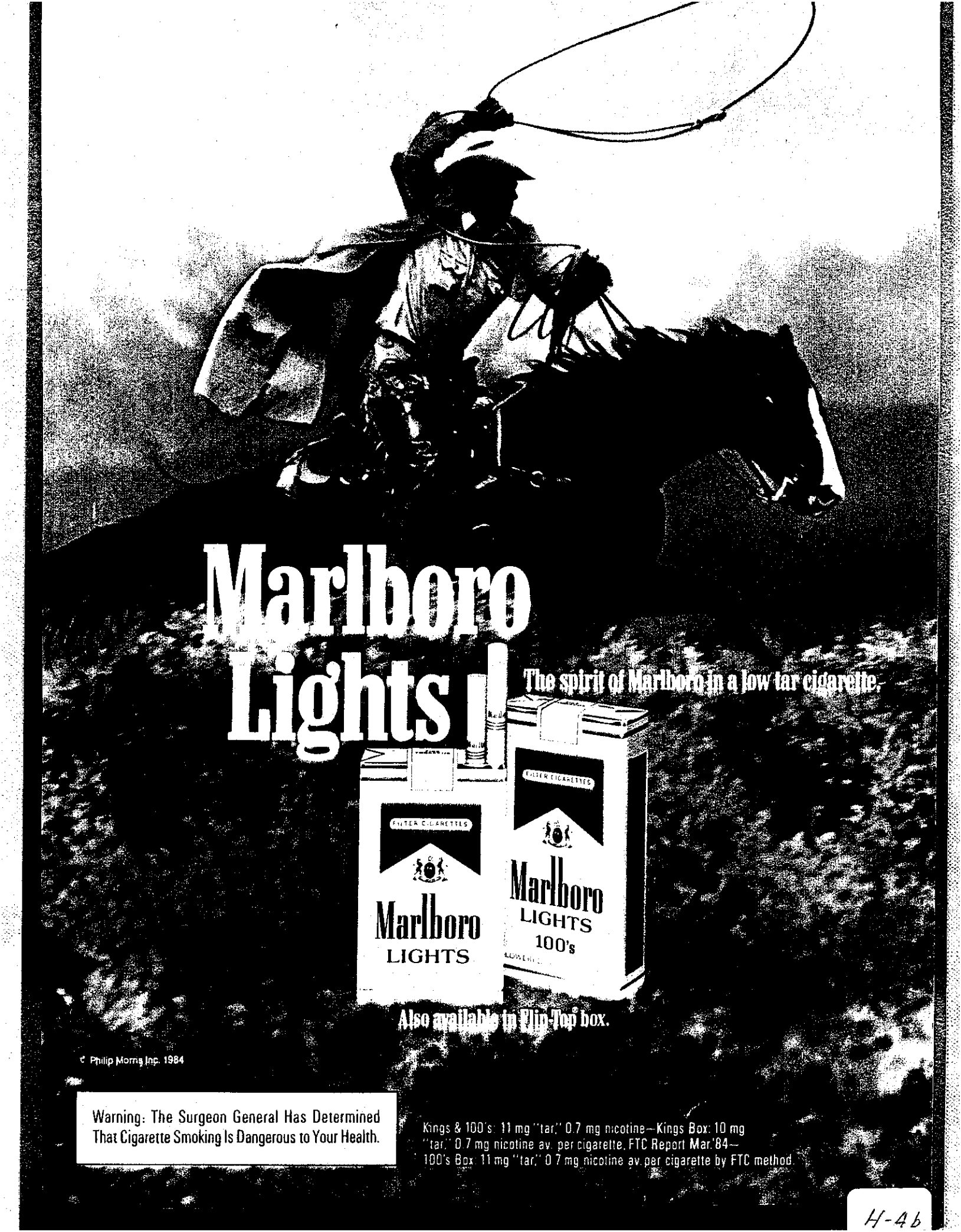


Famous Marlboro Red and Marlboro Lights—
either way you get a lot to like.

© Philip Morris Inc. 1983

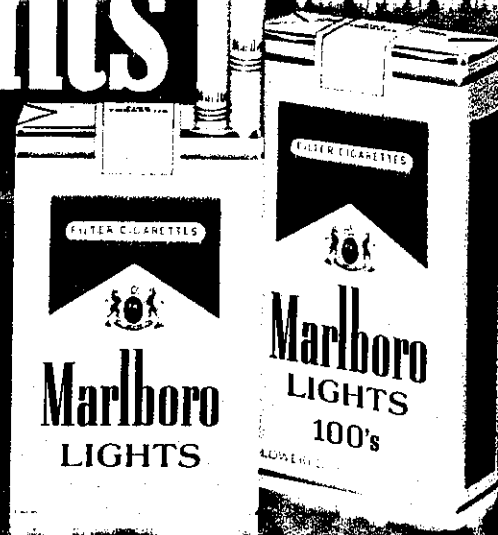
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Lights: 11 mg "tar," 0.8 mg nicotine—Kings: 17 mg "tar,"
1.1 mg nicotine av. per cigarette, FTC Report Mar '83



Marlboro Lights

The spirit of Marlboro in a low tar cigarette.



Also available in Flip-Top box.

© Philip Morris Inc. 1984

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings & 100's: 11 mg "tar," 0.7 mg nicotine—Kings Box: 10 mg
"tar," 0.7 mg nicotine av. per cigarette, FTC Report Mar.'84—
100's Box: 11 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

H - Group 5: These ads depict women who are engaged in non-traditional roles as foolish or bizarre, thereby reinforcing the traditional role of the female.

ÆTNA REPLACEMENT COVERAGE HELPS YOU AVOID BEING SOAKED TWICE.

Ætna's Homeowners Contents Replacement Cost coverage makes it more possible to grin and bear bursting pipes, burglars, fire, and other hazards.

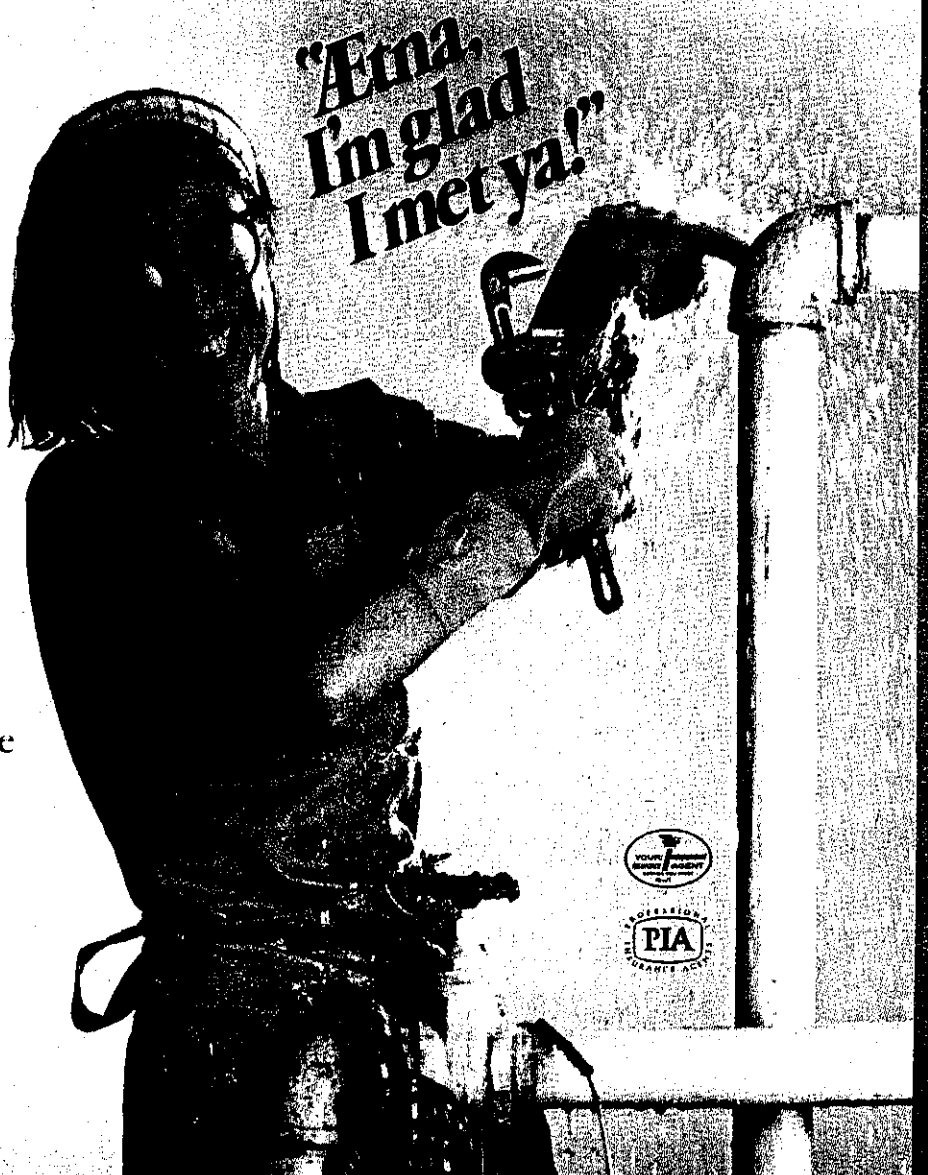
Because unlike most policies, which only cover the *depreciated* value of your losses, it gives you new goods for damaged or stolen ones. Up to four times current value.

If the prospect of replacing waterlogged sofas, etc., at today's inflated prices doesn't enchant you, call your nearest Ætna agent in the Yellow Pages.

A few dollars more now can save you lots of liquid assets later.



The Ætna Casualty and Surety Company
The Standard Fire Insurance Company
Ætna Casualty & Surety Company of Illinois



Typhoon... the new rugged, active collection from AFRC.



ACTIVEwear



SKI & SPORTSWEAR

for all reasons... for all seasons.

Typhoon Cloth® by Elbe Products is made of 60% high-tenacity, air-textured Cordura®, plus 40% Dupont nylon. It is treated with Zepel®, the rain and stain repeller.

CORDURA®
NYLON

DUPONT
ZEPEL®
RAIN/STAIN REPELLER

TYPHOON CLOTH®
CORDURA® NYLON

AFRC SKI & SPORTSWEAR is an operation of the Sportswear Division of Raven Industries, Inc., P.O. Box 1007, Sioux Falls, SD 57101

Circle Reader Service Card No. 12

H - Group 6: These advertisements depict women in traditional roles, with an admiring man present, to reassure the woman of her femininity.



86.8 PROOF BLENDED CANADIAN WHISKY. IMPORTED IN BOTTLE BY HIRSH WALKER IMPORTERS INC., DETROIT, MI © 1984

BE A PART OF IT.

Canadian Club



H-6a

Nothing solicits an emotional response quite like thick, radiant, healthy-looking hair.

And to that end, science brings you four Style Shampoo and Conditioner systems.

Each a unique combination of only the finest ingredients.

Each scientifically designed to add body, bounce and shine to a different type of hair.

Style I and Style 100 for oilier than normal hair.

Style II and Style 200 for dry, damaged hair.

Style III and Style 300 for fine, limp hair.

And Style IV Light Conditioning Shampoo for normal hair.

There's a Style system that's right for your hair. A system scientifically designed with a very emotional response in mind.

*When science
gives way to emotion,
that's Style.*



H - Group 7: These ads show women in changing roles, engaged in new, unconventional types of activities. The presence of onlooking males reassures them that their new behavior is okay.

It's More you.

*It's long.
It's slim.
It's elegant.*

20 CLASS A
CIGARETTES

More

FILTER CIGARETTES

120's

©1983 R. J. Reynolds Tobacco Co.

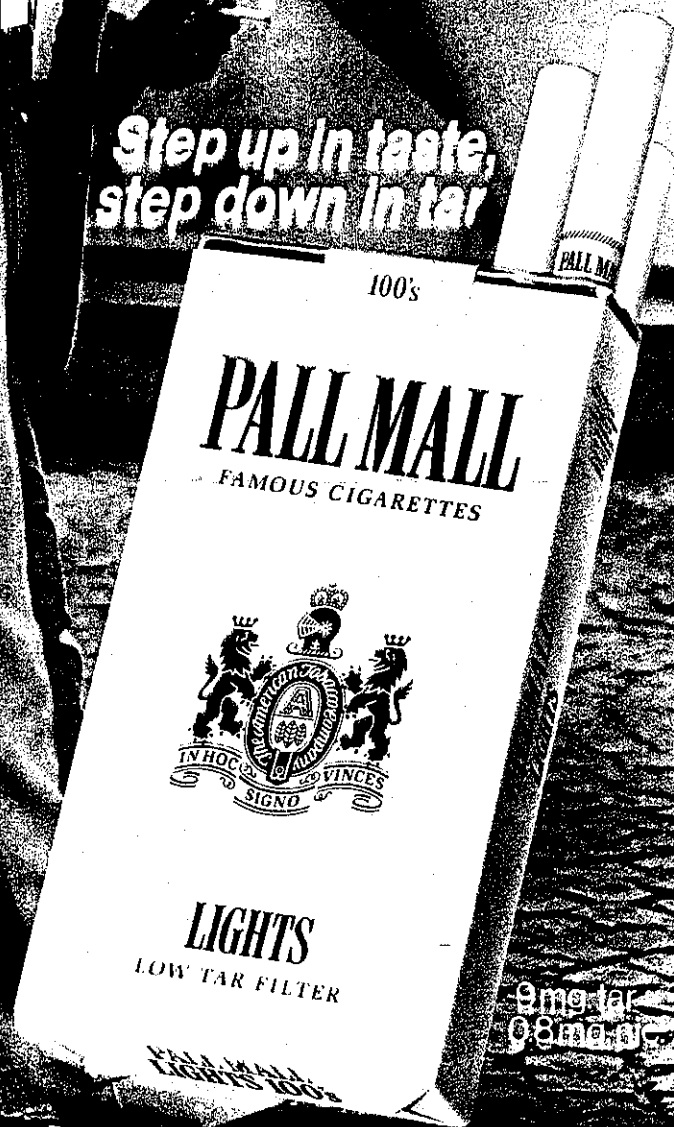
16 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined,
That Cigarette Smoking Is Dangerous to Your Health.

H-7a

Pall Mall A Step Ahead

Step up in taste,
step down in tar



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

9 mg. "tar", 0.8 mg. nicotine av. per cigarette, FTC Report Mar. '83.



There's no limit in Wrangler[®]

BRAND

MISSES FULL

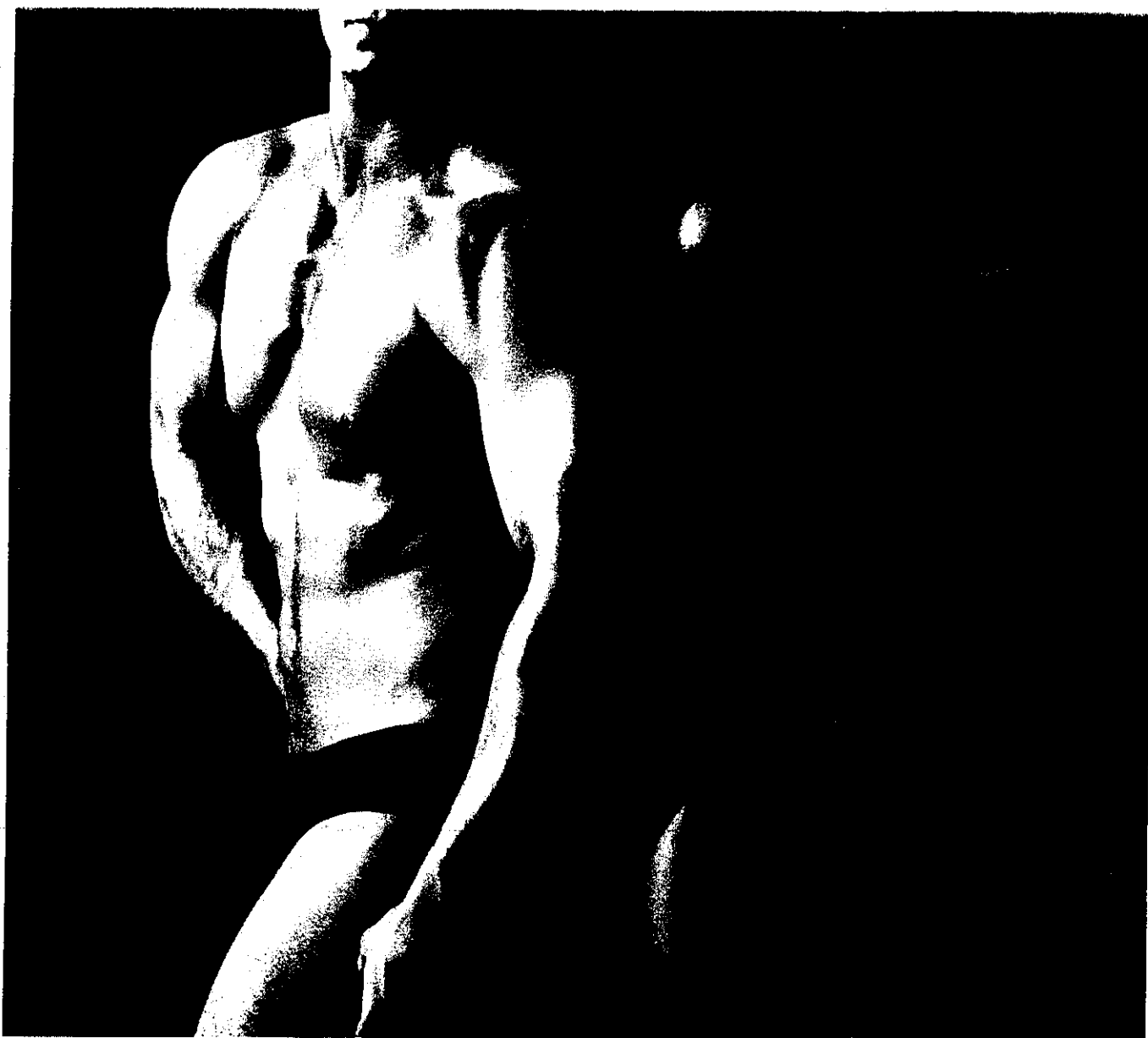
MISSES REGULAR
JUNIORS

Get into great shape... your shape. With Wrangler. The jeans that give you the shape you want, in the size you want. Select from Juniors, Misses Regular and Misses Full, for a great fit that's all yours.

**A Fit
for Every-Body.**

©1983 Blue Bell, Inc.

THE \$495 BODY.



Imagine getting the body you've always dreamed of. In your own home or apartment.

Introducing Soloflex®, the body building machine that's so ingenious it's patented.

If you're a man, Soloflex will give you bulges as big as you want, where you want them. If you're a woman, Soloflex will get rid of bulges, where you don't want them.



Soloflex. The breakthrough in body development that works on your heart and lungs, as well as your body. To find out how well it'll work for you, just call us today and ask for Mary.

**BODY BY
SOLOFLEX**

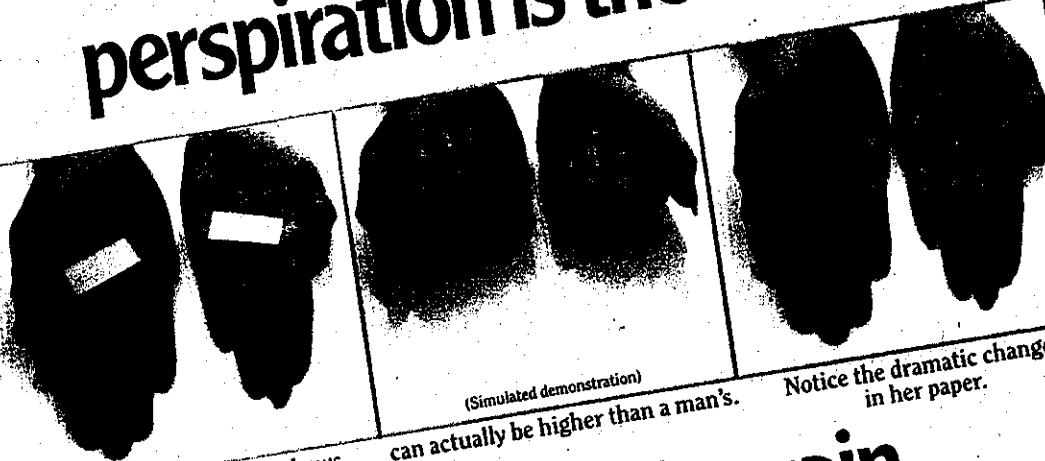
**FOR A FREE BROCHURE,
CALL OUR 24 HR. TOLL-FREE NUMBER
800-453-1905.**

Soloflex, Hawthorn Farms Industrial Park, Hillsboro, Oregon 97123. All major credit cards accepted.





**If you think a woman's
perspiration is the same as a man's...**



This special pH paper shows
that a woman's perspiration pH

(Simulated demonstration)
can actually be higher than a man's.

Notice the dramatic change
in her paper.

And pH balanced Secret is
made to accommodate a
woman's chemistry, to help
keep her dry
all day.

...think again.

pH Balanced Secret®

Strong enough for a man...but made for a woman.



Break tradition.

Drink Ronrico Rum instead.

Face it, you already know what your usual rum, gin and vodka have to offer.

Just try one drink mixed with Ronrico, and you'll realize what it is you've been missing all along.

Ronrico is superbly smooth and light. With a surprisingly distinctive flavor that's bound to win you over.

Isn't it about time you broke tradition with Ronrico Rum?

RONRICO RUM

2 ozs of Ronrico Rum
2 thin lime slices
Canada Dry Tonic
Pour rum into a highball glass with ice cubes. Add lime. Fill glass with Tonic. Stir lightly.



RONRICO RUM



Break tradition.

Drink Ronrico Gold Rum instead.

Ronrico Gold Rum is a lot more than just provocatively flavorful. It's also smooth, mellow, and terrifically mixable.

Try it and chances are you'll be happily forsaking your traditional bourbon, blend, and Canadian—not to mention your Scotch, in virtually no time at all.

Look, it takes some courage to try something just a little bit different, but how will you know what you're missing if you never take a chance?

RONRICO GOLD RUM & CLUB SODA

1 1/2 ozs. of Ronrico Gold
Canada Dry club soda
Place 2 or 3 ice cubes in an 8 oz.
highball glass. Add Ronrico Gold.
Fill with club soda. Stir lightly.
Garnish with a slice of lime.

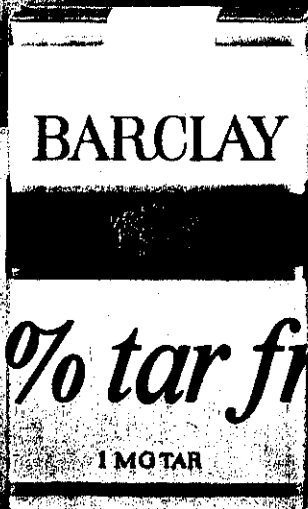
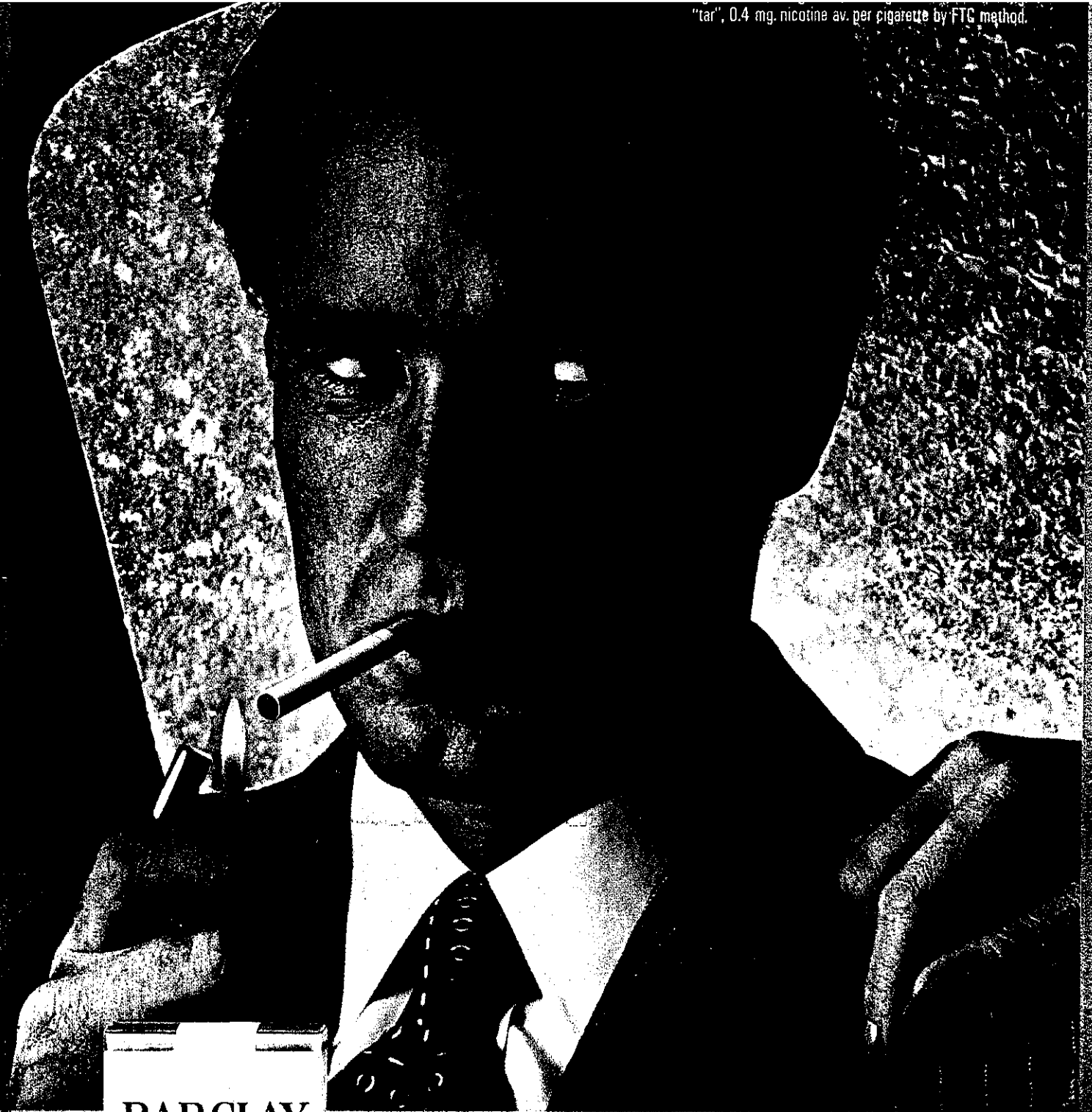


RONRICO GOLD RUM



H - Group 8: These ads use only the hand of a female. The message is that the touch of a woman is an important part of her feminine role; this comforting, or sexual, caress of a woman is associated with the product shown.

"tar", 0.4 mg. nicotine av. per cigarette by FTC method.

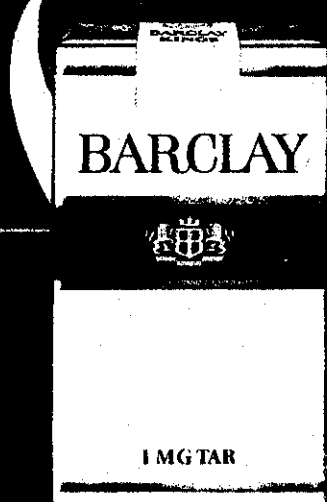
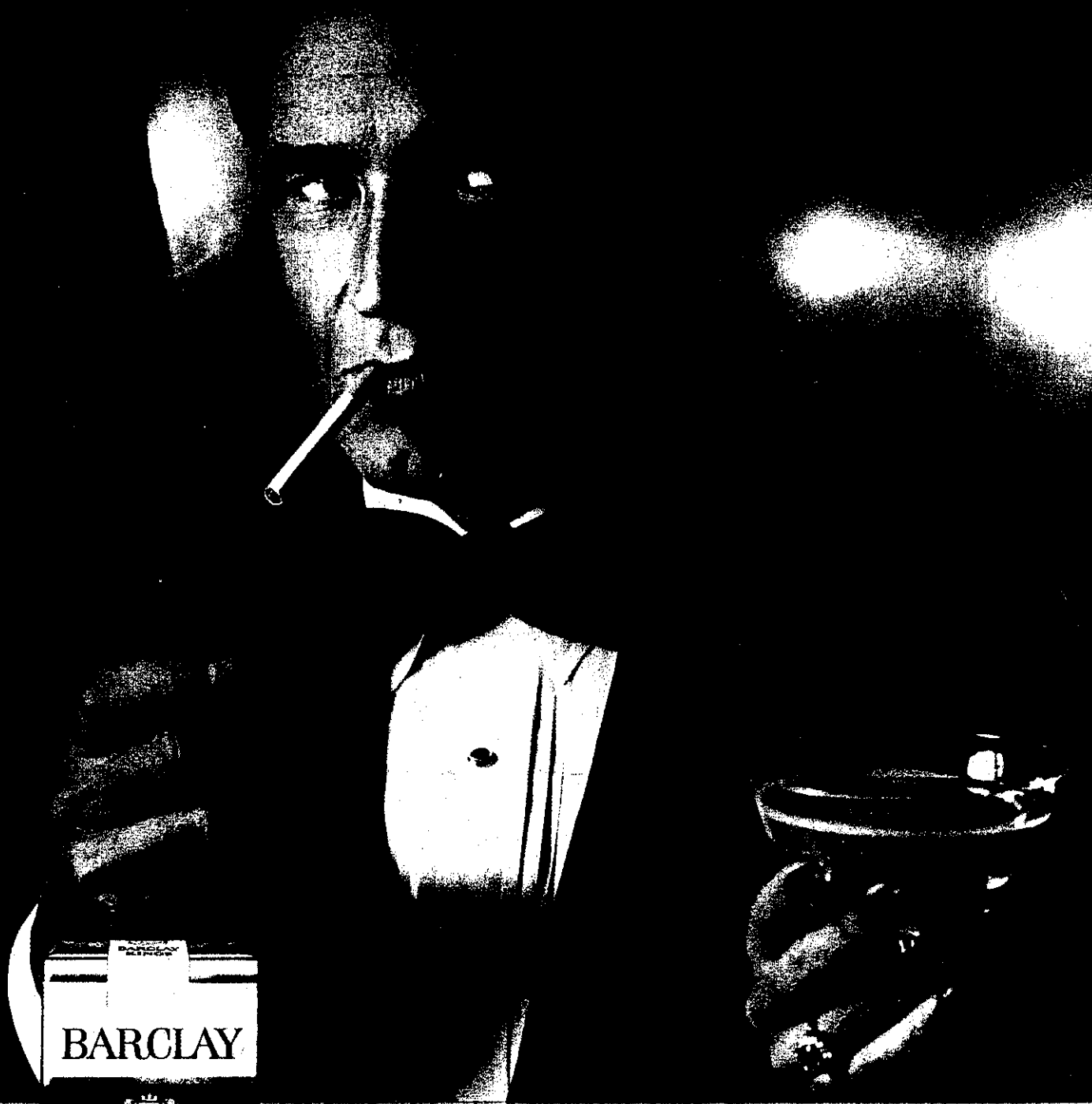


The pleasure is back.
BARCLAY

99% tar free.

Also available in 100's and Box

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



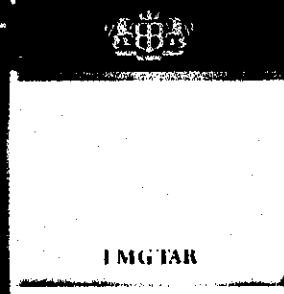
The pleasure is back.
BARCLAY

99% tar free.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Regular, 1 mg. "tar," 0.2 mg. nicotine av. per cigarette, Report Dec. 1991

© 1992 B&W T Co.



99% tar free.

The pleasure is back.
BARCLAY

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

H-8c

THE GIFT OF LOVE



AMARETTO DI SARONNO ORIGINALE-1525

TO SEND ANYWHERE IN THE U.S. CALL (800) 528-6148. VOID WHERE PROHIBITED.
LIQUEUR 56 PROOF SOLE U.S. DISTRIBUTOR, FOREIGN VINTAGES, INC., NEW YORK, N.Y. © 1983. A UNIQUE PRODUCT FROM ILLVA SARONNO, ITALY

**End flaking
and over-dryness.**



**Give fresh, new life to
summer skin.**

Vaseline® Intensive Care® Lotion has the healing strength that helps bring fresh new life to dry as-a-dead leaf summer skin. It soothes and smooths away redness, flaking, over-dryness. It leaves your skin looking and feeling healthier. That's why Vaseline Intensive Care Lotion is America's most trusted lotion for overcoming the damaging effects of summer... on hands...and all-over-the-body, too.

Healing strength for healthier summer skin.



ALPINE®

The Alpine 7347 FM/AM
Stereo Cassette Deck.
A perfect marriage
of hi-tech and
high fashion. It's the
difference between
getting there
and arriving in style.

Lamborghini
has the Alpine touch.

your nearest Alpine Dealer call toll free 1-800-421-1395. In California call 1-800-261-1011. 19145 Gramercy Place, Torrance, CA 90501

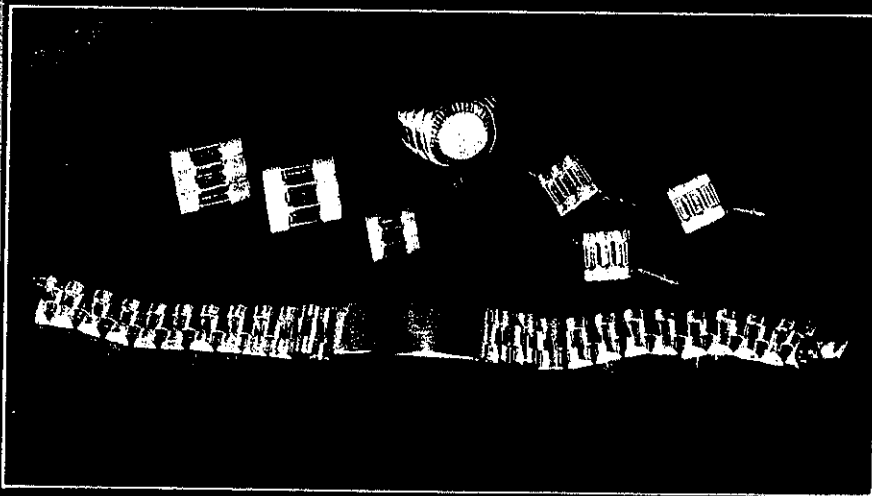
H-86

H - Group 9: These advertisements show women who are standing behind or positioned below men. This subordinate or supportive role of the woman is associated with the product advertised.

THE GOLD STANDARD

Solid...successful...secure.
A look backed by the best life has
to offer. Classic clothing...ele-
gant, timeless, very self confident.
Worn with accessories of 14K gold
jewelry...nothing else can give
you the power! For everything
you've achieved...everything
you've dreamed...and, for all the
possibilities that lie ahead, cele-
brate! Isn't it time to make the
gold standard *your* standard?

The look: quiet assurance...the
perfect way to inaugurate a golden
holiday season. Evening wear by
Bill Blass for After Six. In 55%
Dacron® polyester, 45%
wool...comfortable, wrinkle resis-
tant. 14K gold jewelry by ABL,
available at Zales, the Diamond Store.



Go for the gold with the ABL Collection
created for Zales: bracelet, ring, studs and
cufflinks, all in 14K gold. (Not all jewelry
available at all Zales stores. See your
nearest Zales for details).

®Registered trademark of DuPont

A special section produced by Cathie Judge for David Reynolds Asso. Inc.
Photos: David Reynolds. Graphic execution: Phil Jaget.
Women's clothing: Basile. Hair: Ernest Swain of Salon Salon.
Makeup: Nancy Campasano.

H-9a

14K FASHION IN DACRON 14K GOLD ESSENTIALS!



A look that says "yes, I'm ready"! For life, love and laughter... for all the golden opportunities this holiday season will bring. A look that helps you get your way... clothing of elegant Dacron® and wool blends worn with gold... the ultimate accessory.

To start, the elegance of evening fashion by Bill Blass for After Six. The dinner jacket in red, making a statement for your classic individualism, is a blend of 75% Dacron® polyester, 25% wool. Wrinkle resistant, comfortable, easy to care for... it's luxury made practical.

Essential to your look, day or night: accessories of gold... nothing else adds the finished look of success. Above: 14K gold juxtaposed with onyx... sleek, elegant, versatile. Completing the look, the I.D. bracelet, brushed finish, set with a single diamond. Designed by ABL Jewelers and available at Zales the Diamond Store. (Not every style available at all stores).

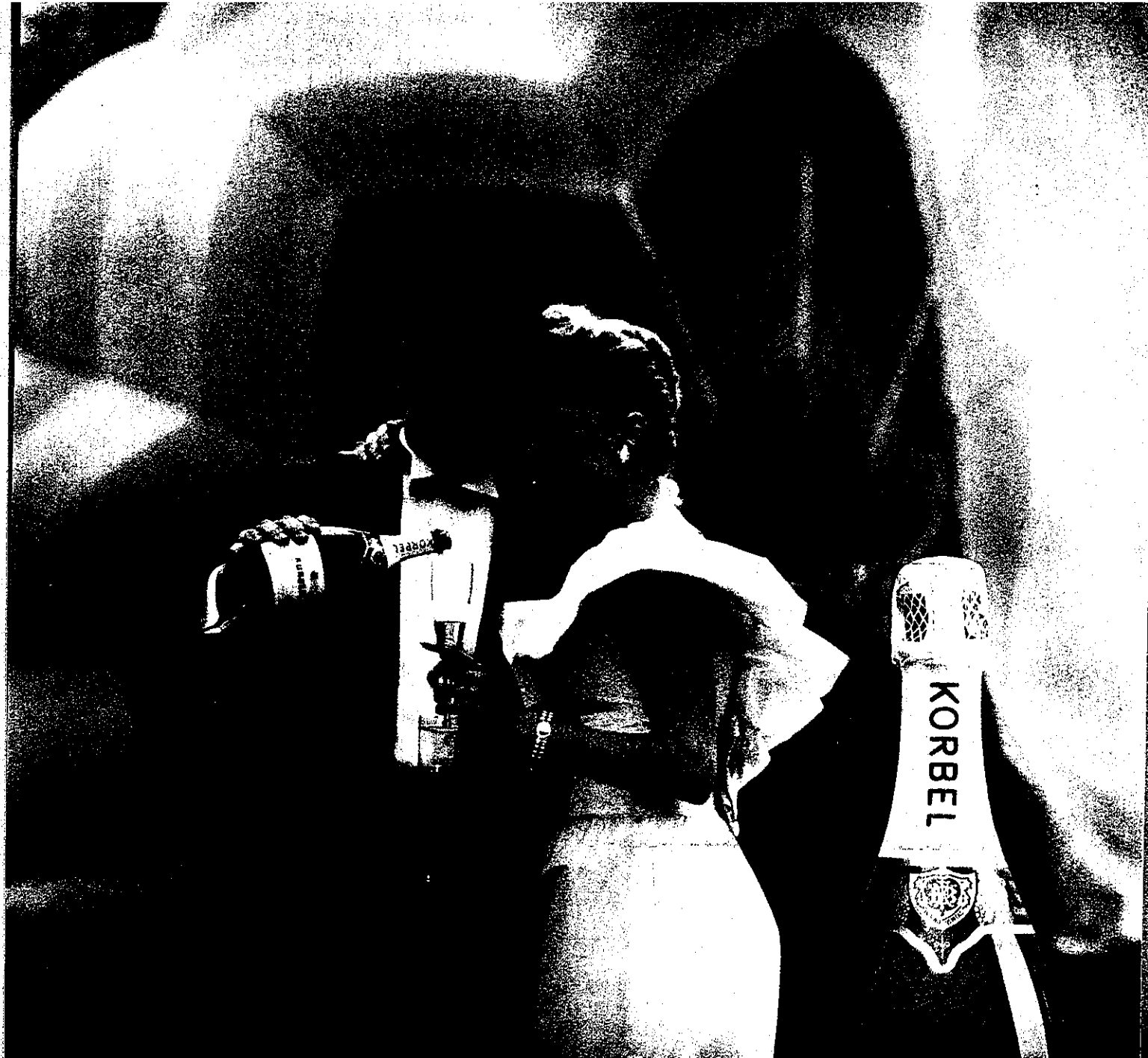


Kalama Royale, an intriguing liqueur, made exclusively from Hawaii's famous Macadamia Nuts. The epitome of all liqueurs, created especially for those who appreciate the world's golden things.

DACRON
DUPONT POLYESTER
Registered trademark of DuPont

**14K
KARAT
GOLD**

Nothing else feels like real gold



*As long as there are two like you...
magic will be made.*

Nestled in the redwood empire beyond the Valley of the Moon
is a mystical place called Korbel.

Here since 1882, Korbel Champagne has been taught
to dance, laugh and celebrate life.

Every sparkling drop of Korbel Champagne has been
naturally fermented in the very bottle you buy...impatiently
waiting for the moment when your magic electrifies the air.

F. KORBEL & BROS., GUERNEVILLE, SONOMA COUNTY, CA. * PRODUCERS OF FINE CALIFORNIA CHAMPAGNES FOR MORE THAN 100 YEARS.



Uncork the magic.™



OUR STATUS SYMBOL IS BUILT IN, NOT ON...

In 1961, we placed a pair of feet on our first garment as a statement of quality and the achievement of excellence.

Since then, our feet have simplified classic

American casual sportswear into a timeless

style that has become a wardrobe staple.

Our feet have become a symbol of

excellence and a statement of quality.

They are the mark of every Hang Ten

garment we produce. Our

aim is not to change your

social position, but

instead, to give you the

finest American-made

quality and attention to

detail available.

WE DON'T INSURE

STATUS... ONLY

QUALITY.



HANG TEN

Send \$1.00 for our latest men's & women's sportswear mail-order catalog. Write to: 109-3F17 Pasadena Ave., South Pasadena, CA 91030 For stores in the USA write: 1010 Sycamore Ave., South Pasadena, CA 91030

A new feeling in Wool.



Good looks that last.



Crew Sweater
Carrie Parka

BERNESEYER

in the Heart of the Mountains. Aspen, Colorado.



Odlo TRP, underwear the ideal inner layer to all active sportswear. This new generation of polypropylene sport-skin from *Odlo* is truly a miracle fabric:

LOW ABSORPTION

Odlo exclusive knit-structure provides optimum transport of body perspiration.

Odlo TRP keeps the wearer dry, therefore warm, next to the skin.

EXCELLENT STABILITY

The garment retains shape after repeated wash/wear cycles.

EASY WASH

Unlike other materials, *Odlo* TRP can be washed under all domestic and commercial conditions.

QUICK DRY

Odlo TRP can be very quickly spun, line or tumble dried.

Visit your nearest outdoor retailer and begin to enjoy the comforts of *Odlo* TRP.

Odlo

Circle Reader Service No. 5

H-9a

H - Group 10: This type of ad portrays the man in a relationship as the protector; he is alert and looks straight ahead, while the woman is shown as daydreaming. She doesn't need to be attentive, as the man will provide for her. The advertisement is associating the traditional, stereotypical marriage relationship with the product shown.

2 months' salary.
For a diamond as valuable as the love you've found.



At first, 2 months' salary may seem like a lot for a diamond engagement ring. But to the discriminating consumer who knows the value of quality, it's worth it. And today it takes about 2 months' salary to get a fine quality diamond. And it's really worth it when you consider that it's the one thing your fiancée will wear and cherish every day of her life.

Your jeweler can show you a wide range of high quality diamond engagement rings. That way, when you find the one that's right, there won't be any doubt. After all, isn't that how you felt about her when you decided to get married?



4C

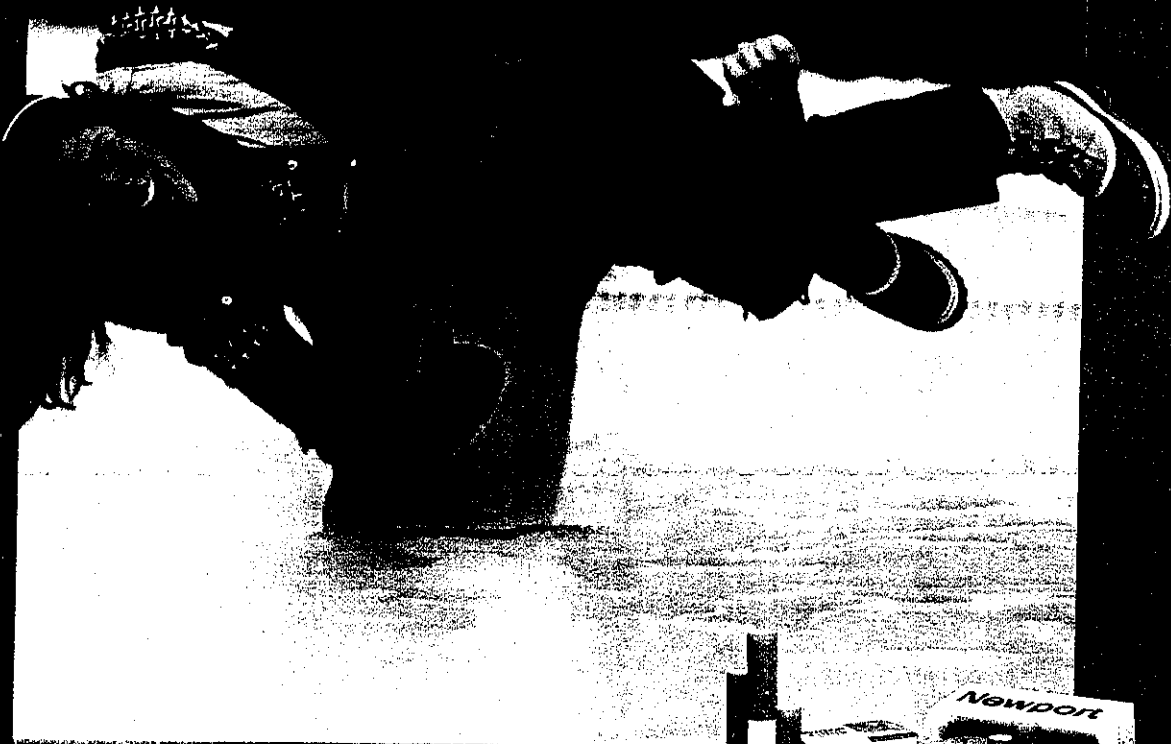
Diamonds, think quality first. Consult your jeweler about the four characteristics that determine the quality of a diamond. Or send for the booklet, "Everything You'd Love to Know ... About Diamonds." Just mail \$1.25 to DIC, Dept. DER-L-SL, Box 1344, N.Y., N.Y. 10101-1344. The ring shown contains quality diamonds with a one carat center stone, enlarged for detail.

A diamond is forever.

H-10a

H - Group 11: Men in horseplay situations are often shown as being in charge, taking the more active role.

Alive with pleasure!



Newport

*After all,
if smoking isn't a pleasure,
why bother?*



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

H - Group 12: In these ads, the women are shown to smile more often and more openly than the men.

1.3 mg. nicotine, av. per cigarette by FTC method.

You've got what it takes.
Salem Spirit

*Share the spirit.
Share the refreshment.*

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



H-12a

You've got what it takes.

Salem Spirit

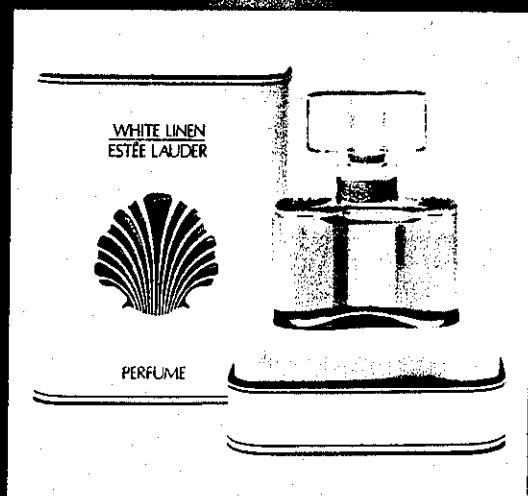
*Share the spirit.
Share the refreshment.*

© 1983 R.J. REYNOLDS TOBACCO CO.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



H - Group 13: These ads show posture which is stereotypically feminine. The women shown bend one knee slightly and often turn their heads slightly to the side. This posture expresses vulnerability, a feminine value in our culture.



This is White Linen time.

White Linen

by Estée Lauder:
the crisp, refreshing fragrance
to live in all year long.

ESTÉE LAUDER

Lovely surprise from

Oscar de la Renta: silk

violets, wrapped and tied

with a big, romantic bow.

Violets on violet in fact.

This lustrous material is

pure silk jacquard,

embossed with blossoms.

The dress itself is

pure flattery: a lithe,

long-waisted bodice and

a side-swirled skirt caught

at your hip with a dramatic

black bow. 270.00 for

sizes 4 to 12 and part of

a delightful-night collection

glowing now in Young

Designers, third floor

of Fifth Avenue's

only department store.

B. Altman & Co.

It's always a pleasure



Out of town, call Toll Free (800) 228-5444. In Nebraska (800) 642-8777. Diners Club, American Express®, Visa and MasterCard are welcome at Altman's. 361 Fifth Avenue, New York, N.Y. 10016, White Plains, Manhasset, N.Y., Short Hills, Ridgewood/Paramus, N.J., St. Davids, Willow Grove Park, Pa.

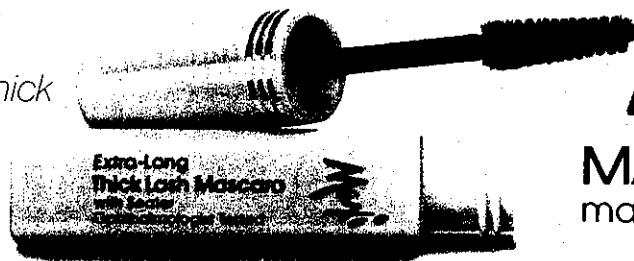
H - Group 14: In these ads, all or part of the woman's face is concealed. This creates an aura of secrecy or intrigue, which is associated with possessing the product advertised.

HER IS WEARING CHINA SEA COLORS-TO-GO EYE SHADOW.
Maxi Factor & Co. Available in Canada.

Maxi means more.[™]
Longer, thicker, more
beautiful lashes.

Maxi Extra-Long Thick Lash Mascara thickens and lengthens. Then seals itself for staying power. So your long, thick lashes will last and last.

Maxi Extra-Long Thick
Lash Mascara



Maxi[®]
MAX FACTOR
makes your beauty
come to life.



DONNA KARAN / LOUIS DELL'OLIO
FOR ANNE KLEIN® AND CO.



IT'S NEVER TOO SOON TO START

Why wait? You may not even be aware of it now, it's so subtle. Those tiny, tiny lines. Barely noticeable today. Inevitable tomorrow. Until now.

Used twice daily, a tiny drop of this remarkable complex gives vulnerable areas (where age shows first) the rich nourishing moisture they crave. Diminishes lines, accelerates cell renewal as it penetrates deeply.

Whatever else you use, whatever your skin type, every woman needs Age-Zone Controller.

AGE-ZONE CONTROLLER

Proven in clinical tests to reduce facial lines by 37% on average in just 14 days.

Charles of the Ritz

BEAUTIFUL SKIN NOW AND FOREVER

Real gold.
Once you get the feel of it nothing can touch it.



FOR A FREE BROCHURE ON BUILDING A KARAT GOLD JEWELRY WARDROBE WRITE: INTERNATIONAL GOLD CORPORATION, LTD., 900 THIRD AVENUE, NEW YORK, N.Y. 10022.

Nothing else feels like real gold.

14K
KARAT
GOLD

MY TAN IS A 10
MY LIPS ARE A 15

 **SUNBLOCK 15**

I. PATRIOTISM IN ADVERTISING

I - Group 1: These ads attempt to arouse our patriotic feelings. Sometimes an American team is being sponsored; the product is claimed to be America's best or in America's best interest.

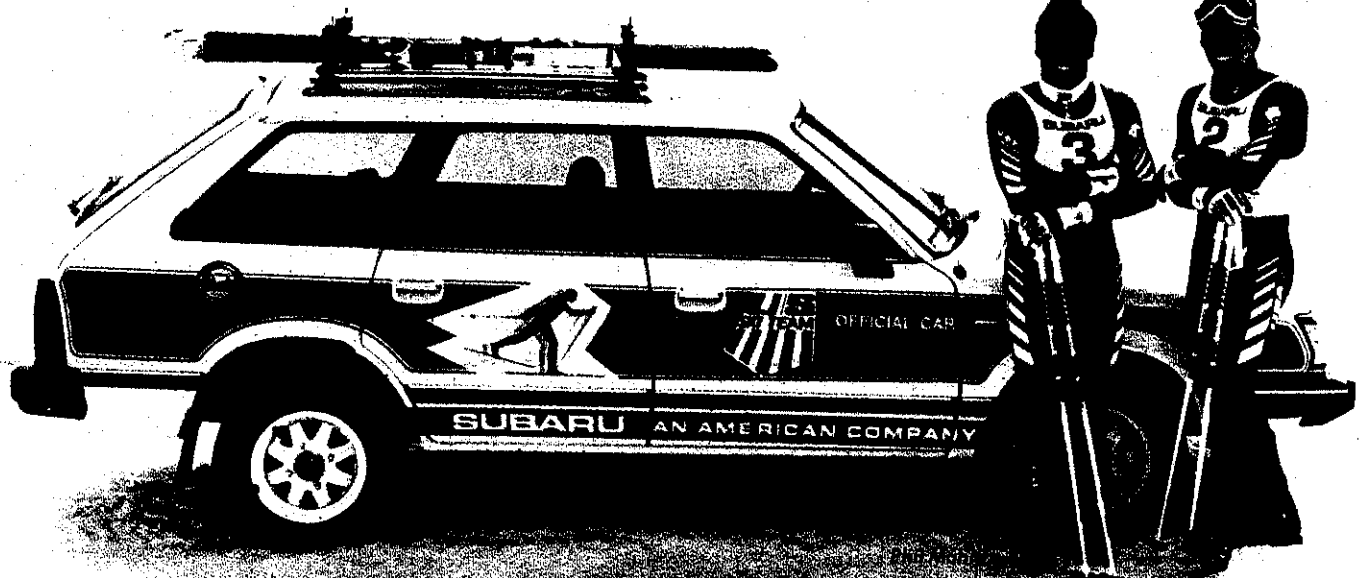
SUBARU. OFFICIAL U.S. SPORTS CAR.

Subaru has been helping America handle a lot of rough roads, including the ones that lead to championships.

In 1976, as The Official Car of The U.S. Ski Team, Subaru first supported this

team whose members have since won World Cup titles in 1981, 1982 and 1983.

So whether you're headed downhill or uphill, Subaru would like to help you get there. And that's official.



SUBARU.

OFFICIAL CAR OF THE U.S. SKI TEAM.



Steve Mahre

© SUBARU OF AMERICA, INC. 1983

10A

I-1a

THE AMERICAN DREAM.

4.9% ANNUAL PERCENTAGE RATE FINANCING
ON ALL NEW '82 AND '83 DODGE CARS.
SEE PARTICIPATING DEALERS FOR DETAILS.*

INTRODUCING DODGE 600.
A HIGH-TECH CAR BUILT BY AMERICANS, FOR AMERICANS,
THAT AMERICANS CAN ACTUALLY AFFORD.

307 CUBIC INCH V-6 ENGINE FOR \$8841*
 160 CUBIC INCH V-6 ENGINE FOR \$7841*
 150 CUBIC INCH V-6 ENGINE FOR \$7341*

- POWER-LOCK DOOR
- POWER-LOCK REAR WINDOW
- POWER-LOCK REAR WIPER
- POWER-LOCK REAR WASH FLASH SYSTEM
- CHIME PACKAGE
- REAR COMPARTMENT ASHTRAYS



BUY OR LEASE
AT YOUR DODGE DEALER.

DODGE 600

AMERICA'S TRUCK. BUILT FORD TOUGH.



KING OF THE LOAD.

Tough Ford Van's out front in payload... Ford's out-front design means big cargo space, move-around room.

More Ford Vans are on the road today than any other make.* Here's why Ford Vans are America's No. 1 choice: Tough out-front body-on-frame construction, Ford's exclusive Twin-I-Beam front suspension... roominess... payloads up to 2½ tons. Ask your Ford Dealer about Ford's Extended Service Plan.

*Based on R. J. Palk & Co. cumulative registrations as of July, 1980.



EXCELLENT VAN MILEAGE

26 (18)

EST.
HWY.**

EPA
EST.
MPG**

Std. 4.9L (300 CID)
Six with optional
overdrive
transmission.

ESTIMATED RANGE

1043 (722)

EST.
HWY.
MILES**

EST.
MILES**

Std. 22.1-gal. tank plus
optional 18-gal. aux.
tank on 138-in. wb.
Total: 40.1 gal.

** Compare these estimates with others. Your mileage and range may differ depending on speed, distance and weather. Actual highway mileage and range will probably be less than estimated. California estimates lower. Range superiority due to larger gas tank size rather than better fuel economy.



Load room, living room.
Ford's engine-forward design creates move-around room for passenger comfort.

FORD ECONOLINE

FORD DIVISION



The Spirit of America



Bringing Home The Tree by Richard W. Brown

*Across the land, as families gather, a spirit of brotherhood
and good will unites the nation. Old Grand-Dad toasts that tradition
of fellowship and warmth with America's native whiskey: Kentucky Bourbon.
It's the Bourbon we still make much as we did 100 years ago.
It's the spirit of America.*

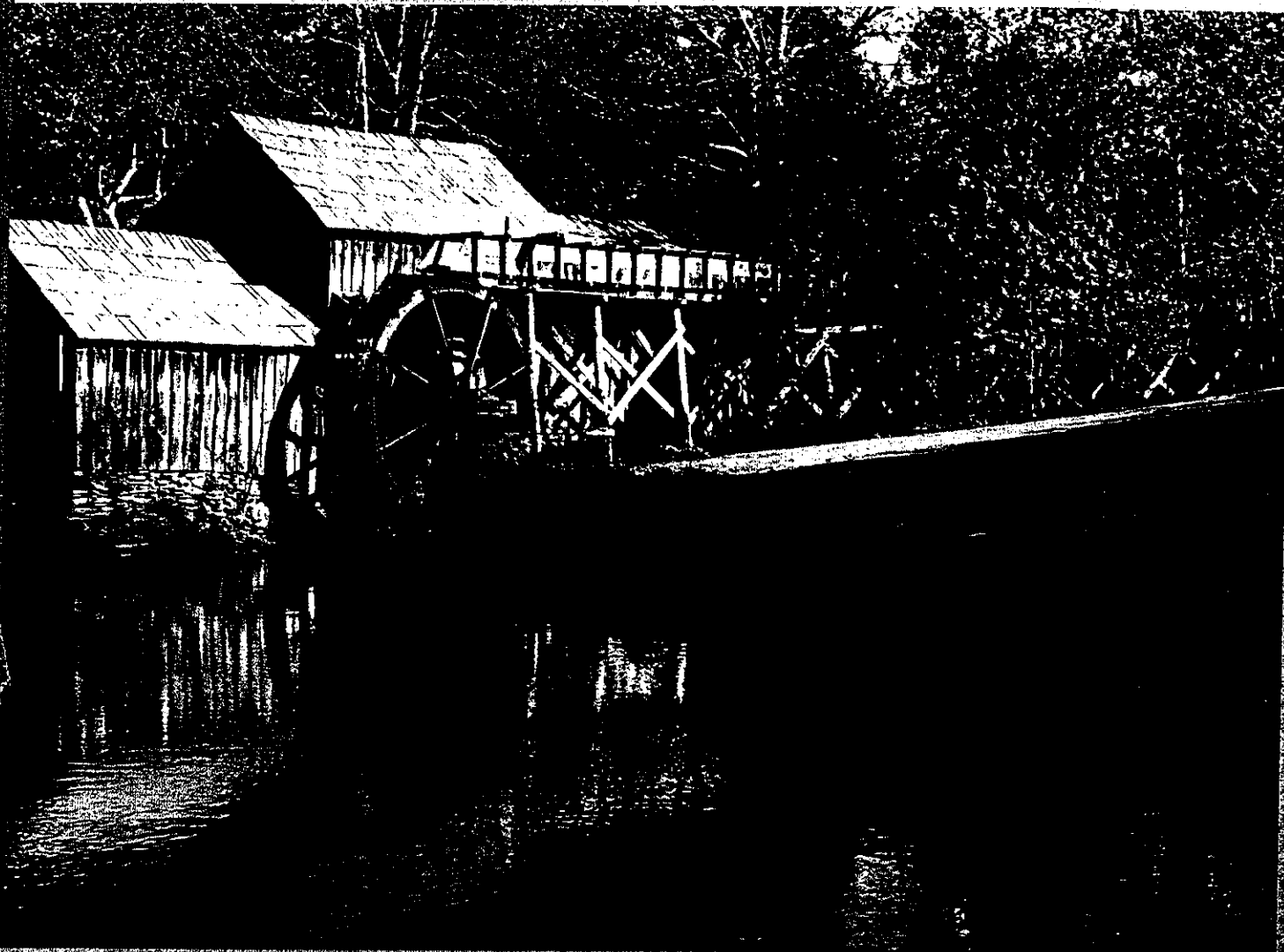
*For a 19"x26" print of Bringing Home The Tree, send a check
or money order for \$4.95 to Spirit of America offer, P.O. Box 183B,
Carle Place, N.Y. 11514.*

Old Grand-Dad

Kentucky Straight Bourbon Whiskey 86 Proof Old Grand-Dad Distillery Co. Frankfort, KY © 1983 National Distillers, Inc.



The Spirit of America



Mabry Mill, Virginia by Clyde H. Smith

Where the woodland farmer flourished, the miller was not far behind. Independent and enterprising, he signalled the coming of trade and prosperity. And looking to the future, he relaxed at day's end with America's native whiskey: Kentucky Bourbon. Old Grand-Dad still makes that Bourbon much as we did 100 years ago. It's the spirit of America.

For a 19" x 26" print of Mabry Mill, send a check or money order for \$4.95 to Spirit of America offer, P.O. Box 183V, Carle Place, N.Y. 11514.

Old Grand-Dad

Kentucky Straight Bourbon Whiskey. 80 Proof. Old Grand-Dad Distillery Co., Frankfort, KY ©1983 National Distillers





**"We live in a world in which strength
on the part of peace-loving nations
is still the greatest deterrent to aggression."**

*President Harry S. Truman
Annual Address to Congress—January 6, 1947*

A strong national defense has always been the most certain guarantee of peace and freedom. While the definition of necessary levels of defense may be debated, knowledgeable men and women hold the fundamental need for national security to be self-evident.

It is apparent that an adequate national defense cannot be achieved without the resources to develop the most advanced military technology. An intelligent defense must also include a balanced supply of the equipment that is most necessary to turn aside any hostile force.

We are fortunate in that we can—with confidence—depend on America's armed forces to defend our freedom. However, these dedicated men and women do need our support. Grass roots patriotism, which is never out of fashion, is an important part of America's inner strength.

 **Lockheed**

PART III: USING ADVERTISEMENTS IN THE CLASSROOM

This section includes ways to adapt the materials from Part II for use in classroom teaching. Section A contains a list of cultural topics that can be discussed using the advertisements, ideas on how students can use the ads for out-of-class work, and issues that can be looked at cross-culturally. Section B looks both at the language used in the advertisements and at how the ads can be used to generate language in the classroom. Section C demonstrates how specific ads can show students the way images are created by combining the words and pictures contained in advertisements. These sections are meant to illustrate how advertisements can be used as teaching tools. This is by no means a complete list; many teachers may see new ways to adapt advertisements for use in the classroom.

A. Cultural Topics

1. Sex Roles

a. The Cowboy Myth--Teachers can make good use of the Marlboro ads to introduce students to the myth of the cowboy, a prevalent and unique American myth which has also spread to other countries. Many men have an image of themselves as cowboys, yet it is a fact that there are few real cowboys left in America. The origin of the cowboy myth and its impact on our culture (in literature, TV, movies) can

be considered. Students can be asked to use the Marlboro ads to interview Americans. For example, students could ask people to describe what type of man the ads portray, and ask them if it is a common type of man found today. In this way, the idea of the cowboy as an image, but not a reality, can be shown.

Students could be asked to search for other sources in the community which depict the cowboy image--such as other ads, stories, TV shows, clothes people wear--in order to demonstrate how much the myth has affected our culture.

The cowboy is one manifestation of the rugged, male loner in our culture. A teacher may wish to draw students' attention to other occurrences of this type of male, such as the mountain men of the 1800's (Jeremiah Johnson), the early Appalachian pioneers (Davy Crockett), or the Alaskan pioneers of Jack London's Goldrush stories.

b. The Fitness Trend--Teachers could use ads such as H-2a, H-2c, H-2d, or H-1f, which all depict slim and fit people, to introduce students to our cultural idea of the ideal physical form for men and women. The desire of women and men to appear slim and athletic, and all the health foods, diet foods, exercise clubs and spas which cater to this desire can be discussed. Again, students could ask Americans their reaction to the people depicted in the ads, i.e., if the people shown are attractive to them. Students

might enjoy making a survey of body types in a community to see how many people do in fact have this physical appearance. In this way, the idea of fitness as an image, but not always a reality, can be examined.

c. Male and Female Roles in Relationship to Each Other--Ads which illustrate the feminine touch, such as the Barclay ads, could be shown to students in class. They can be asked what they think the purpose of the woman in the picture is. The expression on the man's face can be interpreted. Students can be asked to explain why the advertisements show only a woman's hand and nothing more. They could be asked to try to find ads which use only a man's hand.

Advertisements which show men and women in certain positions relative to each other can be examined. (See Ads H-9a, H-9g.) Students can be asked to describe the woman's position and which person has the more dominant or important position in the picture. In this way, the depiction of the female's role as being supportive or subordinate to the male in advertising can be seen.

d. Cross-Cultural Work--Students can be asked to bring in ads from their own countries to class to compare them to American ads for similarities or differences on how the roles of each sex is portrayed.

e. Controversial Issues Regarding Sex Roles--Advertisements which are controversial can generate interesting

reactions from viewers, especially ads which exploit women. Ad H-1h shows a woman's role in marriage as that of a possession, costing two months' salary. Ad H-2b depicts a woman keeping her job another year because her hair looks nice. The language ("Look what more body and fullness can do for you") suggests that looking nice got her the extension. Notice that it's only an extension, not a promotion. The ad seems to imply that she might not have been extended if she had not had her hair done. The pressure on people in the business world to change their appearance (hairstyles, clothes) as they move upward in the corporate structure can be considered. These advertisements, if shown to women who were asked to give their opinions about the ads, could lead to interesting discussions.

2. Security--The advertisements which appeal to security are useful in generating cross-cultural discussions about what brings security in different cultures. In America, security is represented by banks, insurance companies, and various financial organizations. Other cultures depend more on the family and community for security. The image of America as a material culture and what this means could be talked about.

3. Classes in America--If shown the ads which appeal to high class, students can get an idea of the products consumed by this social class. Students could show the advertisements to citizens and ask them if they use the product

shown, and record and describe the type of person who buys the product. For example, students could do a survey to see what type of person drinks Johnny Walker Scotch. The income levels, clothes, possessions and habits of different classes in America could be examined.

4. Success--The symbols of success in our society could be compared to those symbols in other cultures. The professions which are a mark of success in America (doctors, business executives) can be compared to the professions which are a mark of success in other cultures. Students will find there are differences concerning this topic. For example, in America doctors are one of the highest professions to strive for; however, in Russia, doctors are only considered public servants. Education, considered a low-paying profession here, is revered in some African nations. The way success is shown off in America (BMW's, three-piece blue-gray suits, scotch) can be compared to how success is displayed in other societies.

5. The Private Sector--Corporate America, and its power and influence on our society, could be examined through these advertisements. Ads which corporations publish to improve their relations with the public are an excellent way to introduce public issues involving large corporations in America. This is another chance to use the advertisements to ask Americans about their reaction to the ads.

As an example, Lockheed, a major producer of military hardware, has been running a series of public relations ads stressing America's need for a strong national defense. (See Ad I-1f.) Students could ask citizens whether they agree or disagree with the ad, and for what reasons. Viewers could also be asked if they are Republican or Democrat, enlightening the student on how different political parties view different issues. The reactions obtained could be used to lead into a discussion on the arms race, the military-industrial complex, or the nuclear freeze movement.

Many companies which exploit America's natural resources publish public relations ads depicting themselves as highly concerned about the environment. The Boise Cascade ad (A-7d) is a good example. Again, students could ask citizens whether they think what the ad is saying is really true. People could be asked about their opinion on the use of natural resources, another issue in our society where opposing viewpoints exist.

6. Morality--The morality of advertising could be considered. Is it right to use symbolism to appeal to our hidden emotions (especially where the ad draws on subconscious thoughts, as in the Maidenform ad)? This aspect of American advertising can be compared to advertising in other countries. Do other countries have more or less restriction on advertising? Until recently, most Communist countries

banned advertising. Students can be asked to offer reasons for this.

Another moral issue in advertising to compare cross-culturally is the use of sex and nudity in advertisements. Nudity in American advertising is rare; when it does occur, it is controversial. Nudity in European advertising, especially in France or Germany, is common. Adult women, in any form, cannot be portrayed in Saudi Arabian ads. To get Americans' opinions on the use of nudity in advertising, students could ask people for their reactions to the Maiden-form ad (G-2a) or the Virgin Islands ad (G-1f) to see if they think it's acceptable. Students may find some strong feelings expressed on this issue.

Partial nudity in advertising is a subtle appeal to sex, and is often considered tasteful. Outright appeals to sex are considered vulgar and unacceptable in America. The reasons for this could be discussed. Some cross-cultural comparisons could be made. Culturally, Americans are considered more inhibited about sex than Europeans; however, from a Latin American viewpoint, Americans' attitudes about sex are considered liberal.

7. Sophistication--This concept could be introduced using the advertisements which appeal to sophistication. By looking at the products in these ads, students can get an idea of how Americans show that they are sophisticated. American symbols of sophistication (European cars such as

Saabs or Volvos) can be compared to symbols of sophistication in other countries.

Abroad, Americans are often considered unsophisticated. Advertisements seem to mirror this by the way they present any imported product with an aura of sophistication. Students can use these ads to ask Americans their opinions about imported products. For example, students could use beer advertisements to ask citizens whether they prefer imported beers (Molson, Heineken) or American beers (Miller, Budweiser) and why they prefer one over the other. The type of person who prefers imported beer (usually intellectual, educated types) could be compared to the type of person who prefers American beers (usually less educated and blue-collar).

Foreign students could be asked if the beers from their own countries are considered sophisticated in those countries, and if imported goods are also considered sophisticated in their countries. The image which American products have abroad could be discussed. (Interestingly, American car companies have started running TV commercials stating that their cars are considered sophisticated by Europeans.)

8. Patriotism--The recent trend towards nationalism in America could be introduced using the advertisements which have a patriotic appeal. Nationalism in America could be compared to nationalism in other countries. Foreign students

can be asked if advertising is nationalistic in their countries also.

9. Trends--Advertising often creates trends in our society. The trends that advertisers don't create they quickly pick up on and mirror in their ads. The materials in Part II could be looked at in regard to the trends they illustrate. Below is a list of some of the trends found in the advertisements from Part II:

- fashionable eyeware (B-1a, H-2e)
- non-conformism (B-4f) (note the irony of this becoming a trend)
- having a social conscience (B-4g)
- being a beer connoisseur (B-6e, B-6f)
- having a 4-wheel drive as a success symbol (E-3a) instead of a Cadillac, which is considered too obvious
- decadence (F-1c)
- kinkiness (G-4b)
- endurance sports (H-1e)
- fitness (H-2c)
- light cigarettes (H-4a)
- women's bodybuilding (H-5b, H-7d)
- women sportsmen (H-7g, H-7h)
- conservatism (I-1f)
- jazz (i-i)

The concept of trends and how they affect our culture could be discussed. American trends can be compared to trends in different countries. Foreign students could enjoy debating which country gave birth to what trend.

10. Famous Personalities--Teachers can use ads which use famous personality figures to introduce students to the important people in our society and the values they represent. For example:

- Bob Hope: conservatism, Republicanism (A-7e)
- Sophia Loren: sexuality, glamour (B-1a)
- Robert Ludlum: sophistication, worldliness (B-1b)

Students can be asked to look for and to bring to class ads featuring famous people in our society, and the cultural values they represent could be discussed.

11. Cigarette Ads can be looked at in further depth. Researchers found out that most smokers enjoy a cigarette after a task is over, to relax. Therefore, cigarette ads feature people having a smoke just after finishing some job, depicting in the advertisement the type of task or work that the person was engaged in. A teacher can use these ads to introduce students to the professions, occupations and hobbies of Americans. (See Ads i-c through i-1.) Here again, students may want to bring in ads illustrating different jobs people have.

B. Using Advertisements to Teach Language

1. Generating New Vocabulary--Advertisements which make a specific appeal to the viewer often use a person in the ad who has a particular personality or appearance. For example, ads which appeal to security depict loving, caring people (A-4d) or frightened people in need of security (i-m). Ads which appeal to success show the clean-cut, alert, arrogant, on-the-go executive (E-1a). Outlined below is a list of advertisements from Part II with examples of the adjectives that can be used to describe the people in the ads.

Teachers can use these ads in class by asking students to describe the people depicted in the ads. The vocabulary generated is closely connected to culture because the personality types shown in the ads are examples of the stereotypically sophisticated, successful, sociable, high class, masculine, feminine, or sexually appealing people in our culture.

By looking at the physical, mental, or emotional state of the person portrayed in the ad, students can attach either positive or negative values to the adjectives generated in class. The teacher may wish to encourage students, as a group, to decide if the words they use have positive, neutral, or negative connotations. The teacher can monitor this work if necessary. Some ads depict personality types which can be considered to be either positive or negative depending on the viewer's opinion. For example, the

personality of the young executive in Ad E-1a may be unappealing to some people who attach negative values to aggressiveness and haste.

a. Security

A-1a, A-1a: comfortable, relaxed, peaceful

A-2h: distraught, upset, disturbed, angry

A-4c: close, happy, helping, intimate

A-5b: secure, positive, understanding

A-7a: caring, tender, loving, affectionate

b. Sophistication

A-3b: well-dressed, well-groomed

B-3f: knowledgeable, worldly

B-4c: tasteful, elegant, sophisticated,
well-bred

B-6b: extravagant, luxurious, lavish

c. Sociability

C-1a: laughable, happy, friendly, together,
sociable

C-3d: playful, rambunctious, energetic,
fun-loving

d. Upward Mobility

D-1f: fashionable, on-the-go, smart, fast

e. Success

E-1a: aggressive, keen, competitive, fast-paced

E-1e: conventional, graying, experienced, wise

f. High Class

F-1c: decadent, depraved, debauched

F-1m, F-1n: haughty, proud, privileged

g. Sex

G-1c: erotic, sensual, desirable

G-2a: seductive, suggestive, alluring

G-3c: voluptuous

G-4b: kinky

h. Sex Roles

H-1a: macho, tough, virile, confident

H-1c, H-1d: independent, adventurous,
non-conforming (note the long,
bushy hair in all Camel ads)

H-1f: muscular, powerful

H-2c: slim, pretty, slender

H-5a: foolish, awkward, out of place

H-7f: competitive, active

H-10a: dreamy, having a faraway look

H-14c: mysterious, secretive, interesting

2. Examining Language Use--In the previous section, using the advertisements in the classroom to generate new vocabulary was discussed. Teachers can also make excellent use of the language which is already present in advertisements. The language used in each ad is closely connected to the appeal of the ad. The words or phrases in each ad could be examined and their cultural meaning discussed.

This is a good way to show the relationship between language and culture. The following is a list of words, phrases and expressions used in ads from each of the categories identified. Teachers may ask students to bring in additional ads which use language to make a certain appeal.

a. Security

- A-2a: don't take chances
- A-2g: security with no ifs
- A-3c: the good things in life stay that way
- A-4d: reach out and touch someone
- A-4e: protect them...protects your family
- A-4g: trust us with your life
- A-6a: we still believe in promises
- A-7a: a century of caring
- A-7f: helping...commitment
- A-7h: be all you can be

b. Sophistication

- B-1a: selection...found only at the finest
- B-1b: quality...value
- B-3b: unexpected pleasure
- B-4a: taste...perception...a singular experience
- B-4c: glorious...extraordinary
- B-4d: the civilized way to top off the evening
- B-4h: the most intelligent car ever built
- B-4i: one of the world's most civilized pleasures

- B-4j: excellence
- B-4k: good taste depends on what you buy, not
on what you spend
- B-4m: does your sports sedan symbolize
intelligence or adolescence?
- B-5a: at selected stores
- B-5b: there are men who know
- B-6a: perfects the fine art of writing with
an extraordinary...
- B-6c: the difference between dressed and
well-dressed
- B-6d: absolutely perfect
- B-6e: never tasted so imported
- B-6f: cool it with your kind of taste...the
uncommon import

c. Sociability

- C-1a: whether giving or sharing
- C-1b: sharing the moment, sharing each other
- C-1c: Players go places
- C-2b: it's what's happening
- C-3a: you've got what it takes
- C-3c: share the spirit, share the refreshment

d. Upward Mobility

- D-1a: upward mobility
- D-1d: you're moving up
- D-1e: we used to drink...then we graduated to...

D-1f: a step ahead...step up in taste

D-1g: leave it all behind

e. Success

E-1a: to survive, you've got to be strong;
you've got to be tough

E-1b: the voice of authority

E-1d: tough demands breed tough minds

E-2e: the key of success

E-2f: the Christmas bonus fit for those who
give out the Christmas bonus

E-2h: here's to over-achievement...the ultimate
recognition

f. High Class

F-1a: for those who refuse to relax their
standards

F-1b: why drive a car that lives by a lesser
code?

F-1c: a lifestyle that's exclusive by design

F-1d: some circles shall remain exclusive

F-1e: Haute Couture

F-1f: when you can have whatever you want

F-1g: chewing gum for the rich

F-1h: the person who has everything

F-1k: a world apart

F-1l: the rich look; the racy look

F-1m,n: when you're accustomed to having every
advantage

F-1o: living well is the best revenge

F-1p: what the rich give the wealthy

F-1q: the privileged few

g. Sex

G-1a: ...or nothing

G-1d: deep and delicious...slip into something

G-1e: deep, dark, wild

G-2a: delectables

G-2b: sleek, sensuous Sweet Nothings...lavished

G-3a: for the sheer pleasure of it...sensual
pantyhose

G-3b: flaming hot...deep and flushed and heady
...pouting lips and half-closed eyelids

G-3d: innocence takes a provocative turn...
create a mood of romance

G-4b: it takes three to tango

G-5a: new fluted column

G-5b: very silky...imagine the pleasure of
perfect

G-5c: take me to bed

h. Sex Roles

H-1b: tough...rugged...husky...independent

H-1c: where a man belongs

H-1e: for the competitor in us all

H-1h: You can't look at Jane and tell me she's
not worth 2 months' salary. I mean just
look at her.

H-2b: look your best

H-2d: long...slim...elegant

H-2e: A woman is known by her expressions.
Demure. Sultry. A pout...it's your
face--a moving picture...express yourself.

H-6b: Nothing solicits an emotional response
quite like thick, radiant, healthy-looking
hair.

H-7d: If you're a woman, Soloflex will get rid
of bulges where you don't want them.

H-7h: break tradition

H-8d: the gift of love

H-9e: good looks that last

H-10a: a diamond is forever

H-13b: lustrous...lithe, long-waisted

H-14a: longer, thicker, more beautiful lashes

H-14c: beautiful skin now and forever

H-14e: My tan is a 10. My lips are a 15.

i. Patriotism

I-1a: Official U.S. Sports car. Subaru has
been helping America...

I-1b: the American dream...built by Americans,
for Americans

I-1c: America's truck

I-1d: The spirit of America. Across the land,
as families gather, a spirit of brother-

hood and good will unites the nation...

America's native whiskey

I-1f: A strong national defense has always
been the most certain guarantee of
peace and freedom...depend on America's
armed forces to defend our freedom...
America's inner strength.

3. Teaching American English Idioms and Expressions--

As already seen, advertisements use a good deal of language which is culturally oriented. A teacher may wish to use the language in these advertisements solely to teach a section on American English idioms and expressions and their meanings. Below is a list of some, but by no means all, of the idioms found in these ads:

A-1a: on your toes

A-2c: when you're in the dark about...

A-2e: stick to your ribs

A-5b: stands by you

A-7f: kick a habit

C-2b: it's what's happening

C-3a: you've got what it takes

In some cases, the meaning of these expressions can be found through examining the picture in the ad. For example, Ad A-1a shows a man relaxing, with the caption: "Now you don't have to be on your toes to...." Obviously, being on your toes must be a state opposite to the state he's in. If

he is comfortable and at ease, then "on your toes" must mean alert and ready.

C. Working with Specific Advertisements

The following section looks at one or two of the ads from each appeal category, demonstrating in a step-by-step way how teachers can use the language and the symbolism of each ad to show students the way images are created and what they appeal to in the viewer. It is assumed that the students have a good enough vocabulary in English to understand most of the language presented. Idiomatic and cultural expressions that need to be explained are listed for each ad. Questions which will help students see the symbolism present in the ads are included, along with the answers they aim at. With each ad, the important point to understand is how the feeling generated by the language and the picture can be directed at the viewer of the ad, refer to the person shown in the ad, or describe the product shown. This is the key to advertising: attaching personalities and feelings to products which are identical to those which the viewer identifies with or aspires to.

1. Security

a. Konica (A-4g)

- 1) Vocabulary needed: precious expression
fleeting moment
trust us with your life
lives up to your imagination

- 2) What are the two most important things shown in the picture? (the child, the film)
- 3) What feelings are created by the language used?
- 4) Are we being asked to trust and love the child, or Konica?

b. Dewar's (A-3b)

- 1) Vocabulary needed: safe side
good things in life
- 2) What is shown in the ad? (horses, the men, the king's boundary, Dewar's)
- 3) What feelings are created by the ad? (safety, goodness, permanence)
- 4) What is being kept safe, free and good: the land or Dewar's?

2. Sophistication

a. Saab (B-4g)

- 1) Vocabulary needed: muscle car
social conscience
hedonist
conservationist
- 2) What contrasting values are discussed in the ad? (power and restraint, indulgence and economy)

- 3) Are these values associated with the car, the owner, or both?
- 4) What type of American would buy a Saab?
(college-educated, upper middle class professionals)

b. Maxwell House (B-4k)

- 1) Vocabulary needed: good taste
- 2) What's shown in the ad? (nice clothes, people, environment, blankets)
- 3) Can these things (shown in the ad) be found anywhere?
- 4) What can you say about the people shown from the other things in the ad? (they appreciate nice things)
- 5) Does good taste refer to the things shown, the people, or the coffee?

3. Sociability

a. Dubonnet (C-1b)

- 1) Vocabulary needed: padded across the rooftops
wearing the night like a
magician's black cape
sharing the moment
sharing each other
on the rocks
with a twist and a splash
lighter than a cocktail
spritzer
going right

- 2) What's shown in the picture?
- 3) What are the people doing? (socializing, drinking)
- 4) Describe the relationship of the people shown. (they're close friends)
- 5) What brings them together as a group: their friendship or Dubonnet?

b. Seagram's (C-3d)

- 1) Vocabulary: it gets things stirring
the sun's beating down
the fun's heating up
beat the heat
- 2) What's shown in the picture?
- 3) What are the people doing? (laughing, playing, drinking)
- 4) What image does Coke have in America? (clean, wholesome)
- 5) What image is usually associated with whiskey? (adult, sophisticated)
- 6) Why is Seagram's being shown with Coke?
- 7) What warning is contained in the ad's language? (enjoyed in moderation)
- 8) Why is this warning included?
- 9) What gets things stirring: the people or Seagram's?

4. Upward Mobility

a. Thunderbird (D-1a)

- 1) Vocabulary needed: upward mobility
understated
conduct business
smooth good looks
- 2) What's shown in the picture?
- 3) In which direction is the woman walking?
(up)
- 4) What values are discussed in the ad?
(success, assurance, looking good, feeling
good, smoothness)
- 5) Do these values describe the car or the
woman shown, or both?

5. Success

a. Samsonite (E-1a)

- 1) Vocabulary needed: the survivor
today's business world
is a jungle
attaché
molded shell
right side up
- 2) What's shown in the advertisement?
- 3) What values are stated in the ad? (tough-
ness, strength, intelligence)
- 4) Is the language describing the man or his
attaché case? (i.e., which is the survivor?)

- 5) Describe the man's relationship with the other people in the ad. (He's competing with them.)
- 6) What type of person in America does this represent? (business executive)
(This might be a good time to compare the American ideal of competition and survival of the fittest in business to the Japanese ideal of cooperation.)

6. High Class

a. Omega (F-1f)

- 1) Vocabulary needed: the finest...money can buy
- 2) What things are shown in the picture?
(shrimp, champagne, an expensive watch)
- 3) Are these things that ordinary people often buy?
- 4) Describe the man's appearance. What does a black bowtie signify?
- 5) What type of people can have whatever they want?
- 6) What does the phrase "the finest...money can buy" mean?
- 7) What type of people does this phrase appeal to?

- 8) Where is their office located? What image does Rolls Royce have?

b. Seiko (F-1L)

- 1) Vocabulary needed: making news
rich look
racy look
as different as day and night
sought-after
setting the standard
- 2) What language is used to describe the watch?
(racy, elegant, bold, dramatic)
- 3) Can this language also be used to describe someone who buys the watch? (i.e., Who's making the news: the owner or the watch?)

7. Sex

a. Maidenform (G-2a)

- 1) Vocabulary needed: turn up
making the rounds
delectable (it has a double meaning: delicious or delightful)
just what the doctor ordered
- 2) Describe the woman's expression in the picture.
- 3) Are the other men aware that she's present?
Why not?
- 4) What fantasy does this ad appeal to?

- 5) Can the language used describe the woman as well as her clothes? (i.e., What did the doctor order? What is delectable?)

b. Cutex (G-3b)

- 1) Vocabulary needed: pin-up
popping out of
movie mags
splash them on...
that's what this...is
all about
- 2) What connotation do many of the words have, such as flaming hot, flushed, heady?
- 3) Do these words describe the woman shown in the ad or the lipstick?
- 4) Is this a real woman shown in the picture?

8. Sex Roles

a. Soloflex (H-1f)

- 1) Vocabulary needed: sheer simplicity of line
supreme invention
unlock...potential
correct in form and
balance
- 2) What words are used to describe the man's body? (beauty, supreme, strength, astonishing, powerful, graceful)
- 3) Are these common qualities of the average male?

- 4) Which machine are they referring to: the human body or Soloflex?

b. More (H-2d)

- 1) Describe the appearance of the woman in the ad.
- 2) What does elegant mean? Why is this woman considered elegant? (because of her appearance and the nice clothes she has, the wine shown)
- 3) Describe the cigarette. Does "long, slim and elegant" refer to her or the cigarette?
- 4) Why is there a warning at the bottom of the ad?

9. Patriotism

a. Old Grand Dad (I-1d)

- 1) Vocabulary needed: spirit of America
spirit of brotherhood and goodwill
native whiskey
- 2) What is shown in the picture? (a peaceful rural scene, the whiskey)
- 3) What feelings are created by the scene and the language? (warmth, security, togetherness)

4) What unites the nation: the people or Old Grand Dad?

5) What is the significance of the word "native"?

Teachers will note that many of the questions which relate the image created for the product to the self-image described by the viewer are very similar. However, they are useful in illustrating the prevalence of this type of advertising strategy, which is used in many ads and is very effective in the market place.

For each ad, the teacher should relate the ad to the overall appeal it makes. For example: Trust, love and safety (the Konica ad and the Dewar's ad) are all feelings associated with security. Hedonism, social conscience, good taste are all sophisticated values (the Saab and Maxwell House ads). The teacher may wish to ask the students to group the ads according to the appeals they make, after the questions have been worked through.

CONCLUDING NOTE

A final word: Advertising can tell the viewer much about American culture. It mirrors many of our desires and our actions. But the main purpose of advertising is to create a market for its goods and, to this end above all others, it creates an image of our culture which is often not a true representation.

Because of the proliferation of advertisements, they have a real potential to change our ideas about the world. Advertising has a powerful impact on our culture in its ability to create a consumer culture for the purchase of its products.

We deserve more than this. The best way to counter the effect of advertising is knowledge. Knowledge is power; it cuts through words and images to the truth. Understanding the power advertising has helps us to form our own ideas and opinions, to be free thinkers.

The teacher who uses advertisements to introduce students to American culture should help them to be aware of the consumer culture they live in and the role of advertising in this culture. It is one of their rights as citizens to understand the world in which they live..

Notes

¹David Ogilvy, Ogilvy on Advertising (New York: Crown Publishers, 1983), p. 7.

²Ibid., p. 206.

³Ibid., p. 15.

⁴Ivan Preston, The Great American Blow Up: Puffery in Advertising and Selling (Ann Arbor: University of Wisconsin Press, 1975), p. 210.

⁵Vance Packard, The Hidden Persuaders (New York: David McKay Company, Inc., 1957), p. 96.

⁶Mack Hanan, The Pacifiers: The Six Symbols We Live By (Boston: Little, Brown and Company, 1960), p. 46.

⁷Packard, p. 25

⁸Ibid., p. 46.

⁹Ogilvy, p. 14.

¹⁰Packard, p. 86.

¹¹Stuart Ewen, Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture (New York: McGraw-Hill Book Company, 1976), p. 54.

¹²The Updated Last Whole Earth Catalog (New York: Random House, 1974), p. 1.

¹³Ogilvy, p. 160.

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PART I

Introductory Ads (labeled i)

- a. Jack Daniel's, *Sports Illustrated*, 8/9/82, p. 73
- b. *Playboy*, *Playboy*, January 1984, p. 89
- c. Marlboro, *Playboy*, December 1983, p. 83
- d. Marlboro, *Outside*, May 1983, p. 17
- e. Winston, *Sports Illustrated*, 6/18/84, p. 59
- f. Winston, *Sports Illustrated*, 10/11/82, p. 56
- g. Winston, *Sports Illustrated*, 5/16/83, p. 53
- h. Winston, *Time*, 12/19/83, p. 10
- i. Kool, *Sports Illustrated*, 5/16/83, p. 87
- j. Kool, *Sports Illustrated*, 5/9/83, p. 75
- k. Merit, *Playboy*, January 1984, p. 76
- l. Merit, *Ski*, April 1984, p. 29
- m. Cobra, *Sports Illustrated*, 1/25/82, p. 5
- n. Custom Face, *Glamour*, May 1984, p. 34
- o. Custom Face, *Glamour*, May 1984, p. 35
- p. Maidenform, *New Yorker*, 11/29/82, p. 119

PART II

A. Security

Group 1

- a. Pioneer, *Playboy*, January 1984, p. 253
- b. Texas Instruments, *Sports Illustrated*, 5/2/83, p. 23

Group 2

- a. Roche Vitamins, *Time*, 10/17/83, BT 3
- b. *Wall Street Journal*, *Newsweek*, 7/30/84, p. 1
- c. IBM, *Time*, 7/30/84, p. 102
- d. Schering, *Time*, 10/3/83, p. 5
- e. Gulf Lite, *Sports Illustrated*, 5/30/83, p. 71
- f. Independent Insurance Agent, *Sports Illustrated*, 3/14/83, p. 15
- g. America's Banks, *Smithsonian*, October 1982, p. 21
- h. 3M File Management System, *Fortune*, 10/3/83, p. 16

Group 3

- a. Campbell's Soup, *Time*, 12/12/83, p. 19
- b. Dewar's, *Time*, 11/21/83, p. 21
- c. Dewar's, *Smithsonian*, June 1982, p. 117
- d. Wild Turkey, *Playboy*, January 1984, p. 43

Group 4

- a. Chevrolet, *Time*, 12/19/83, p. 44
- b. Hilton, *Time*, 1/23/84, p. 42
- c. Ethan Allen, *Smithsonian*, October 1982, p. 19
- d. Bell, *New Yorker*, 4/4/83, p. 52
- e. Johnson's Off, *Family Circle*, 7/10/84, p. 161
- f. Visol Vitamins, *Redbook*, August 1982, p. 2
- g. Konica, *Time*, 10/24/83, p. 37

Group 5

- a. Allstate, *Time*, 11/21/83, p. 87
- b. Metropolitan Life, *Business Week*, 8/6/84, p. 9
- c. AT&T, *Time*, 1/23/84, p. 3

Group 6

- a. Whirlpool, *Smithsonian*, May 1982, p. 23
- b. AT&T, *Time*, 7/9/84, p. 73

Group 7

- a. Upjohn, *Fortune*, 8/20/84, p. 174
- b. Upjohn, *Time*, 8/13/84, p. 6
- c. Upjohn, *Time*, 8/13/84, p. 7
- d. Boise, *Newsweek*, 8/20/84, p. 9
- e. Texaco, *Sports Illustrated*, 2/22/82, p. 33
- f. Bethlehem Steel, *Sports Illustrated*, 9/6/82, p. 5
- g. Ford, *Sports Illustrated*, 9/6/82, p. 44
- h. Army Reserve, *Sports Illustrated*, 2/10/82, p. 145

B. SophisticationGroup 1

- a. Sophia Loren's Selection, *Harper's Bazaar*, February 1984, p. 49
- b. Smirnoff, *Sports Illustrated*, 3/14/83, p. 63
- c. Dewar's, *Playboy*, December 1983, p. 20

Group 2

- a. Sterling, *Business Week*, 8/6/84, p. 17

Group 3

- a. Benson and Hedges, *Sports Illustrated*, 5/16/83, p. 71
- b. Barclay's, *Newsweek*, 7/9/84, p. 5
- c. Jantzen, *Tennis*, May 1984, p. 66
- d. E and J Brandy, *Smithsonian*, October 1982, p. 5
- e. Club Med, *Self*, July 1984, p. 41
- f. Viceroy, *Sports Illustrated*, 6/18/84, p. 25
- g. Gordon's, *Playboy*, January 1984, p. 87

Group 4

- a. Tanqueray Gin, *Sports Illustrated*, 5/16/83, p. 76
- b. Satin, *Time*, 7/16/84, p. 21
- c. Pinch, *Playboy*, January 1984, p. 35
- d. Hennessy, *Playboy*, January 1984, p. 269
- e. Hennessy, *Time*, 2/20/84, p. 24
- f. Saab, *Time*, 7/9/84, p. 27
- g. Saab, *Fortune*, 9/20/82, p. 59
- h. Saab, *Sports Illustrated*, 3/7/83, p. 21
- i. Martell, *New Yorker*, 10/15/82, p. 119
- j. Hennessy Couture, *Sports Illustrated*, 5/16/83, p. 46
- k. Master Blend, *Sports Illustrated*, 5/16/83, p. 11
- l. Trusthouse Forte, *New Yorker*, 10/17/83, p. 31
- m. BMW, *Newsweek*, 7/9/84, p. 8

Group 5

- a. Baccarat, *New Yorker*, 1/3/83, p. 22
- b. Chanel, *Playboy*, January 1984, p. 211
- c. Chanel, *New Yorker*, 10/17/83, p. 76

Group 6

- a. Orfevres, *New Yorker*, 5/10/82, p. 85
- b. Yves Saint Laurent, *Fortune*, 12/13/82, p. 9
- c. Bally, *Harper's Bazaar*, February 1984, p. 146
- d. Tanqueray, *Newsweek*, 7/23/84, p. 13
- e. Amstel, *Time*, 7/23/84, p. 45
- f. Dos Equis, *Ski*, April 1984, p. 23

C. SociabilityGroup 1

- a. Kessler, *Playboy*, January 1984, p. 263
- b. Dubonnet, *Smithsonian*, July 1982, p. 144
- c. Players, *Time*, 1/9/84, p. 10
- d. Players, *Sports Illustrated*, 6/18/84, p. 46
- e. Players, *Glamour*, May 1984, p. 157

Group 2

- a. Beefeater, *New Yorker*, 2/21/83, p. 53
- b. Rums of Puerto Rico, *Newsweek*, 7/9/84, p. 69

Group 3

- a. Salem, *Harper's Bazaar*, February 1984, p. 61
- b. S.D. Hooker, *Cross Country Skier*, February 1983, p. 23
- c. Salem, *Playboy*, January 1984, p. 243
- d. Seagram's Seven, *Sports Illustrated*, 6/18/84, p. 49

D. Upward Mobility

Group 1

- a. Thunderbird, *Harper's Bazaar*, February 1984, p. 223
- b. Ford Bronco, *Smithsonian*, November 1982, p. 195
- c. Jeep Wagoneer, *Smithsonian*, October 1982, p. 123
- d. Canadian Club, *Smithsonian*, November 1982, p. 57
- e. Myer's Rum, *Newsweek*, 5/7/84, p. 84
- f. Pall Mall, *Family Circle*, 7/10/84, p. 147
- g. Plymouth, *Self*, July 1984, p. 117

E. Success

Group 1

- a. Samsonite, *Sports Illustrated*, 6/18/84, p. 13
- b. *Business Week*, *Time*, 12/5/83, p. 33
- c. Hilton, *Fortune*, 10/4/82, p. 123
- d. Nynex, *Time*, 5/28/84, p. 2
- e. Sheraton, *Smithsonian*, October 1982, p. 185
- f. Marriot, *Time*, 4/13/84, p. 6

Group 2

- a. Mercedes-Benz, *Sports Illustrated*, 5/2/83, p. 6
- b. Mercedes-Benz, *Sports Illustrated*, 5/2/83, p. 7
- c. Renault, *Newsweek*, 7/9/84, p. 67
- d. *Business Week*, *New Yorker*, 10/28/83, p. 182
- e. Platinum Watches, *Smithsonian*, November 1982, p. 21
- f. Johnnie Walker, *Playboy*, January 1984, p. 60
- g. Head, *Fortune*, 5/17/82, p. 85
- h. Mastercard, *New Yorker*, 6/6/83, p. 95

Group 3

- a. Jeep CJ, *Outside*, May 1983, p. 8
- b. Ford Bronco, *Outside*, May 1983, p. 17

F. High Class

Group 1

- a. BMW, *Time*, 7/16/84, p. 3
- b. BMW, *Time*, 5/21/84, p. 31
- c. Playboy Sunglasses, *Playboy*, January 1984, p. 269
- d. Mastercard, *Business Week*, 8/6/84, p. 13
- e. Christofle, *New Yorker*, 2/21/83, p. 3
- f. Omega, *Fortune*, 4/18/83, p. 9
- g. Stimorol, *New Yorker*, 5/10/82, p. 27
- h. Canadian Club, *Smithsonian*, 11/6/82, p. 57
- i. Royal Doulton, *New Yorker*, 10/17/83, p. 132

- j. Johnny Walker, *New Yorker*, 9/26/83, p. 35
- k. Lenox, *Smithsonian*, August 1981, p. 7
- l. Seiko, *New Yorker*, 10/28/83, p. 111
- m. *Vanity Fair*, *New Yorker*, 10/17/83, p. 16
- n. *Vanity Fair*, *New Yorker*, 10/17/83, p. 17
- o. B and B, *New Yorker*, 10/17/83, p. 23
- p. Chivas, *Smithsonian*, June 1981, p. 101
- q. Remy Martin, *Smithsonian*, June 1982, p. 25
- r. Ralph Lauren, *New Yorker*, 5/10/82, p. 9
- s. Asprey, *New Yorker*, 2/21/83, p. 5

G. Sex

Group 1

- a. Robby Lee, *Glamour*, May 1984, p. 86
- b. Yves St. Laurent, *New Yorker*, 10/15/82, p. 121
- c. Sally Hansen, *Glamour*, May 1984, p. 119
- d. Coppertone, *Glamour*, May 1984, p. 147
- e. Tropical Blend, *Glamour*, May 1984, p. 211
- f. Virgin Islands, *Time*, 11/14/83, p. 43
- g. Scoundrel, *New Yorker*, 10/15/82, p. 9

Group 2

- a. Maidenform, *New Yorker*, 7/26/83, p. 69
- b. Maidenform, *Glamour*, May 1984, p. 154
- c. Aviance Night Musk, *Glamour*, May 1984, p. 81
- d. White Shoulders, *Playboy*, December 1983, p. 54

Group 3

- a. Dim, *Glamour*, May 1984, p. 133
- b. Cutex, *Glamour*, May 1984, p. 50
- c. Cutex, *Glamour*, May 1984, p. 51
- d. Foxmoor, *Glamour*, May 1984, p. 230

Group 4

- a. Bandolino, *Harper's Bazaar*, February 1984, p. 83
- b. Christian Dior, *New Yorker*, 9/26/83, p. 65

Group 5

- a. Estee Lauder, *Glamour*, May 1984, p. 9
- b. Cutex, *Glamour*, May 1984, p. 46
- c. Zelco, *Playboy*, December 1983, p. 32
- d. Loving Care, *Glamour*, May 1984, p. 119
- e. Perrier, *Self*, July 1984, p. 7
- f. Myers, *Playboy*, December 1983, p. 32
- g. Oneida, *Self*, July 1984, p. 7
- h. Michelob, *Playboy*, December 1983, p. 225

Group 8

- a. Barclay, *Time*, 4/13/81, p. 97
- b. Barclay, *Sports Illustrated*, 5/2/83, p. 77
- c. Barclay, *Sports Illustrated*, 10/11/82, p. 38
- d. Amaretto, *Playboy*, December 1983, p. 61
- e. Vaseline, *Family Circle*, 7/31/84, p. 3
- f. Alpine, *Playboy*, December 1983, p. 269

Group 9

- a. Gold, *Playboy*, January 1984, p. 43
- b. Gold, *Playboy*, January 1984, p. 45
- c. Korbel, *Playboy*, December 1983, p. 303
- d. Hang Ten, *Playboy*, December 1983, p. 319
- e. Wool, *Time*, 10/17/83, p. 67
- f. Obermeyer, *Playboy*, December 1983, p. 17
- g. Ollo, *Cross Country Skier*, November 1983, p. 15

Group 10

- a. Diamond, *Self*, July 1984, p. 34

Group 11

- a. Newport, *Time*, 12/12/83, p. 66

Group 12

- a. Salem, *Sports Illustrated*, 4/4/83, p. 78
- b. Salem, *Sports Illustrated*, 5/16/83, p. 2

Group 13

- a. White Linen, *New Yorker*, 5/9/83, p. 9
- b. Baltman, *New Yorker*, 10/17/83, p. 1

Group 14

- a. Maxi, *Self*, July 1984, p. 51
- b. Donna Karan, *New Yorker*, 9/12/83, p. 14
- c. Ritz, *New Yorker*, 10/17/83, p. 19
- d. Gold, *Glamour*, May 1984, p. 221
- e. Sunblock, *Glamour*, May 1984, p. 230

I. PatriotismGroup 1

- a. Subaru, *Tennis*, May 1984, p. 9A
- b. Dodge, *Sports Illustrated*, 3/7/83, p. 11
- c. Ford, *Sports Illustrated*, 1/11/83, p. 29
- d. Old Grand Dad, *Time*, 12/19/83, p. 63
- e. Old Grand Dad, *Playboy*, December 1983, p. 239
- f. Lockheed, *Time*, 7/30/84, p. 106

H. Sex Roles

Group 1

- a. Marlboro, *Outside*, June 1983, p. 103
- b. Ford Bronco, *Smithsonian*, May 1982, p. 147
- c. Camel, *Outside*, May 1983, p. 17
- d. Camel, *Playboy*, December 1983, p. 321
- e. Salomon, *Cross Country Skier*, December 1983, p. 1
- f. Soloflex, *Sports Illustrated*, 5/16/83, p. 11
- g. DP, *Playboy*, December 1983, p. 31
- h. DeBeers, *Sports Illustrated*, 12/13/82, p. 64

Group 2

- a. Slim-fast, *Family Circle*, 7/31/84, p. 15
- b. Clairol, *Glamour*, May 1984, p. 120
- c. Carnation, *Family Circle*, 7/31/84, p. 23
- d. More, *Woman's Day*, 7/10/84, p. 9
- e. Bausch and Lomb, *Glamour*, May 1984, p. 231

Group 3

- a. Never Wax, *Family Circle*, 7/31/84, p. 25

Group 4

- a. Marlboro Lights, *Newsweek*, 10/3/84, p. 9
- b. Marlboro Lights, *Newsweek*, 7/9/84, p. 39

Group 5

- a. Aetna, *Sports Illustrated*, 8/16/82, p. 40
- b. Active Wear, *Cross Country Skier*, December 1983, p. 29

Group 6

- a. Canadian Club, *Newsweek*, 7/9/84, p. 29
- b. Style, *Self*, July 1984, p. 159

Group 7

- a. More, *Time*, 1/23/84, p. 9
- b. Pall Mall, *Time*, 10/3/83, p. 24
- c. Wrangler, *Self*, July 1984, p. 123
- d. Soloflex, *Sports Illustrated*, 5/16/83, p. 11
- e. Esprit, *Glamour*, May 1984, p. 100
- f. Secret, *Redbook*, August 1984, p. 5
- g. Ronrico, *Sports Illustrated*, 8/23/82, p. 23
- h. Ronrico, *Sports Illustrated*, 5/16/83, p. 48